

Item	Our intention	Please comment on what you have done or intend to do
Marketing response document	Branches to consider their communications and activities and agree a local Covid-19 response plan	We have support our members through crisis: response from CILTHK Council Members on key local issue, and we have followed up with government timely (e.g., meet with the government on cross border trucking arrangement)
President's Requests for research	Branches to conduct local research and respond on key questions, involving branch members and local business contacts as well as branch council members and key contacts.	We're stronger together and as leader of our industry: We coordinate with other key local associations in the industry to issue press releases
Best Practice Bulletins	<p>Branches to share bulletins with all members and business contacts by direct mail or email and also to share on branch website and social media platforms.</p> <p>Branches to use the content to generate local discussions and activities based around local best practice</p>	<p>The three Bulletins were duly shared to CILTHK members through emails and have them posted on the local website (at the home page to enable general public's easy access).</p> <p>We've discussed with local government on trucking drivers' health check arrangement</p>
Webinars	<p>The first international webinar is for branch contacts only and we hope that branches will use this as a basis for generating local conversations afterwards.</p> <p>The recording of the webinar will be published next week and can be shared on branch websites and social media platforms.</p>	<p>Attended by Dr Venus Lun.</p> <p>The recording has been shared with local members and posted on the local website, too.</p>
Presidential message	Branches to share on branch website and social media platforms. Consider sharing directly with members.	The letter and video have been shared to CILTHK members through emails.

	Branches to consider their own local messages to members	Under discussion.
Member letter	Branches to share directly with all members using direct mail or email. May also be shared on websites and using social media. Branches to consider local communications to support and engage members	Emails, direct postal mails and posts on website are the usual practices by CILTHK in communicating with members.
Social Media Activity	Branches asked to connect with international platforms and encourage members to connect with both local and international accounts Branches asked to share international content and posts	Done and links to specific websites were provided in corresponding messages to members.
In our marketing response we document we suggested various initiatives for branches to consider. Please indicate which of these you are including in your plans and provide some detail around your activities	Sharing local best practice guidance Sharing industry good news stories Sharing podcasts / articles / papers for members to engage with Direct communications to keep members engaged, informed, and supported Engaging with and supporting local corporate members and local businesses Co-ordinating local industry response Online activities and gatherings: <ul style="list-style-type: none"> - Webinars - Discussion groups - Interactive activities - Quizzes - Panel Discussions - Online lectures 	(1) Suggestion was submitted to CILT International for sharing with the global families. (2) Seminars to be organised, e.g. How MTR keep people moving & where do we go from here, on 23/04/2020; few seminars around the theme COVID-19 Impact on logistics and practical responses are under discussion with prospective speaker. (3) Communications with Govt on: <ul style="list-style-type: none"> - Mandatory Quarantine on People Entering HK from Mainland; - Health Certificate Requirements for Cross-border Drivers (4) Join hand with local professional bodies in appealing for Relief Measures in assisting the industry from the Govt and landlords.

	- Social events	<ul style="list-style-type: none"> - Meetings with Govt - Press Conference - Issuance of Press Releases <p>(5) Webinars will be organised during this period of time and; if possible, to open it for participation by members in other countries. In future, seminars will be considered to be held both physically and online.</p>
Please provide details of any other activities you are undertaking		<p>(1) CILTHK Office keeps opening to minimise service disruption.</p> <p>(2) The annual Professional Qualifying Examination will be continued in May-2020 and with imposition of precautionary measures.</p>