

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	<p>1. Discussions between Council Members and local sections are held through whatsapp and videoconferencing.</p> <p>2. CILT Malaysia is actively in communication with the Ministry of Transport feeding information on what is happening on the ground faced by logistics services providers.</p>
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.	CILT Malaysia has communicated with local universities especially it's training providers to consider encouraging doing related research.
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>	This had been shared to our members both individual and corporate members.
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>	Cilt Malaysia had conducted the first of several series of webinars on related matters. The first webinar generated much interest from the 100 over participants where speakers from 3 key areas of the logistics systems i.e. The terminals, manufacturers and also the logistics services providers providing key inputs what impacted their sectors.
Presidential message	Branches to share on branch website and social media	CILTM website is linked to CILT International website. Regular

	platforms. Consider sharing directly with members. Branches to consider their own local messages to members	information is shared with members.
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	This is currently being done.
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	This is being done.
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 	1.Currently we share members experience in our local branches in whatsapp forum, FB's and other media channels. 2.We engage directly with other professional bodies that share logistics platform in their mode of operation by participating as speakers in our webinars. 3.Our WILAT and NextGen Group has been actively participated in webinars and front liners donation drives.

	<ul style="list-style-type: none"> - Panel Discussions - Online lectures - Social events 	
Please provide details of any other activities you are undertaking	<p>Webinars is the most used channel for disseminating of info on current issues. We have done the the first of three series on an agreed theme and to be followed up by more themes as indicated by interest shown in the community.</p> <p>Our local branches are also doing their own bits to their community.</p> <p>CILTM being an umbrella member of the Association of Professional Bodies has also chipped in to donate for the purchases of PPE's.</p>	

