



The Chartered
Institute of Logistics
and Transport

CORONAVIRUS (COVID-19) OFFICIAL UPDATES



STRONGER TOGETHER

Our future as an Institute will be defined by how we respond to the Covid-19 pandemic.

Rather than reacting to the crisis by closing our scheduled programmes of events and activities, we need to regard the situation as a challenge to be addressed in every single CILT branch and country. If we want to survive as an Institute it is vital that we embrace the challenge and remain active and relevant for our members. We have to re-evaluate our activities, innovate, be creative and find new ways of doing things

As the leading international professional body for everyone who works within supply chain, logistics and transport we have an ongoing responsibility to support our members, our colleagues and our industry, and play our part helping the world get through the challenging times ahead.

In this way we will ensure that we continue to lead the profession and provide value to our members throughout the crisis period and beyond. Indeed, it may well be that digital or online solutions which we are trialling now become the new 'normal' moving forwards.

To this end we are focusing on our strengths of collaboration, connectivity, and sharing to generate content internationally which can be used by branches to engage locally both with their members and the profession.

We have also shared suggestions on how branches should be adapting their communications, activities and events in our initial Marketing Response to Covid19 document (attached)

We know that there have been some great initiatives in some of our countries, but also have concern that activity levels have fallen considerably in some other regions.

Our President Dato' Ts Abd Radzak Abd Malek is therefore keen to understand the following:

- How central materials are being used locally
- How branches have adapted their practices and activities in response to the crisis.

To assist with this task we ask you to consider the attached questionnaire and provide your responses to ceri.williams@ciltinternational.org by Tuesday 5 May latest. As our response to this crisis is critical to the future of our Institute the President requests a full and timely response from every CILT branch.

CILT International Office

Earlstrees Court | Earlstrees Road | Corby | Northants | NN17 4AX | UK
+44 (0) 1536 740162 | info@ciltinternational.org | ciltinternational.org

Charity Registration Number: 313376

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	
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.	
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>	
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>	
Presidential message	<p>Branches to share on branch website and social media platforms. Consider sharing directly with members.</p> <p>Branches to consider their own local messages to members</p>	

Member letter	<p>Branches to share directly with all members using direct mail or email. May also be shared on websites and using social media.</p> <p>Branches to consider local communications to support and engage members</p>	
Social Media Activity	<p>Branches asked to connect with international platforms and encourage members to connect with both local and international accounts</p> <p>Branches asked to share international content and posts</p>	
<p>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</p>	<p>Sharing local best practice guidance</p> <p>Sharing industry good news stories</p> <p>Sharing podcasts / articles / papers for members to engage with</p> <p>Direct communications to keep members engaged, informed, and supported</p> <p>Engaging with and supporting local corporate members and local businesses</p> <p>Co-ordinating local industry response</p> <p>Online activities and gatherings:</p> <ul style="list-style-type: none"> - Webinars - Discussion groups - Interactive activities - Quizzes - Panel Discussions - Online lectures - Social events 	

Please provide details
of any other activities
you are undertaking



