**Centenary Project Update 20 March 2019**

Proposition: Soft launch in January with focus on use of website / sm communication platforms, building through set piece events, to main anniversary event in November, supported by programme of local events throughout the year

**International Activities**

**1. New President / Centenary agenda press release**

– complete

**2. New President interview**

– in progress

**3. Centenary Campaign for website / social media**

KN to return on images can’t use – then 3 days lead time to completion of initial campaign (8-9 versions: 4 for Int use and 4 -5 to circulate to branches.

Aim to launch on int website and social media platforms w/c 25 March with banner, avator, SM posts. Branches to launch 2 weeks later.

**4. Centenary Guidelines pack and artwork to share with branches:**

Pack for countries on how to use and what to do

Give branches 4 or 5 and use different versions initially

Update them weekly on what we have released for them to use

Other applications for branches:

Event publication

Letterhead

Email sign off

Word comm to members

Power point

Member Ben literature – I am CILT. To be used after Centenary with minor tweaks

**5. Centenary Page on website: 100 stories**

Individual stories from the international membership over the years. Release January 2019 and ongoing. Centenary styling

Page on website - continuously scrolling blog type with filter

Use stories on website and at event on boards

Release story on website / social media every few days from May

Members to send picture, story and short video clip if poss. Jasper to edit writing and post on website / social media. Video clips to youtube channel

Need initial supply of around 20 before launch – use int contacts initially

Set brief to go out for picture, short video clip (if poss), and written piece

I am CILT because… Word count tbc

Sarah start brief

Include Video instructions and Permission clause

Send out to countries once campaign released – 3 per branch? 1 YP, I middle age, 1 retired, including one woman

Collate list of initial contacts

Select some for video clips for response video with initial target of Convention

**6. Launch Video “A new Institute for a new era” – February 2019**

90– 120 seconds, recognise our roots, look to our future. What does CILT mean to you?

Video

Updated March 19: Initial video – We are CILT. Response video – I am CILT because…

WE are CILT: 20 secs – timeline – based on jc precis of book

50 - 60 secs – benefits – based on member ben literature and 1-2 stories

20 secs - future / tiltomorrow. – made up

Detachable msg at end so can be used after te centenary year by branches

Jabs to read book

Jabs to see PHuggins

SR story board

CW consider initial story contacts

**7. Response campaign**

“This is what CILT means to me” – February ongoing. Organised campaign to travel the globe over the course of the year. Use video at set piece events:

* + Africa Forum March 2019
  + Convention 19 June 2019
  + China Conference October 2019

March 19 updated to I am CILT because... Compilation of video clips submitted with stories

**8. Charity Event: 100 Bikes for Africa**

Relocation of bikes from failed bike schemes?

Fundraising for bike purchase?

Transaid link? China link?

**9. Savoy Hotel event - 3 November**

Re-enact the Savoy hotel meeting with the new face of the institute, supporting our members in meeting the demands of the industry over the next 100 years. Strong WilAT / YP / International feel.

SPH to host

HRH invited – to respond July 19

Meet and Greet in main reception. Accessible access from Embankment

Human signposting down to event rooms

MTR / sponsor banners in foyer. Photographer in foyer? CILT backdrop in foyer

Small room opposite for HRH?

Staff in period uniform?

Tables in 10s in main room, display boards members stories

Actors telling stories

Main table on dias

Stage area

Acreens visible to all areas

Table activity

Speeches HRH, SPH, Other?

Video message each region

Play WE are CILt and I am CILT because videos

Use Facebook live to stream out to countries

Table decs?

Logo / story of sponsor on table

Seating plan?

Play sponsor messages?

Special Awards – RN, SR DM etc

Confirm Guest list – KN / COT

Consider save the date and Invitations

Sponsorship package:

Video message

Banner in foyer

Logo on tables

News article on website and social media

Thank in speeches

Thank on SM

Mention in press release

**Local / Regional Activities**

Co-ordinated campaign of branch / regional events over the course of the year with Co-ordinated communications plan of central and local events

Communicate with branches to advise on event, date, any advertising available.

Produce calendar to share

Produce communications plan