

Marketing and Communications Plan 2005



GLOBAL PRESENCE - LOCAL EXCELLENCE

GOALS AND OBJECTIVES

- ▶ Promote JHI as the foremost global network of independent accounting and business advisory firms
- ▶ Raise the international and local profile of JHI
- ▶ Increase business opportunities for members
- ▶ Communicate with members
- ▶ Educate members
- ▶ Increase membership
- ▶ Generate revenue

FOUR CORNERS STRATEGY

- 1 Strengthen JHI brand in business world
 - ▶ more business for members
- 2 Strengthen JHI brand in accounting world
 - ▶ increased membership
- 3 Raise member profile locally
- 4 Improve communication among international offices, regional offices and members

TOOLS

- ▶ Marketing
- ▶ Advertising
- ▶ Public Relations
- ▶ Sponsorships
- ▶ Partnerships
- ▶ Public appearances/speeches by members
- ▶ Publications by members

FIRST CORNER: BUSINESS BRAND

- ▶ Advertise in international and regional business media, both print and web
- ▶ Regular distribution of news releases to business media
- ▶ Sponsor international and regional business events

SECOND CORNER: ACCOUNTING BRAND

- ▶ Advertise in international and regional accounting media, both print and web
- ▶ Regular distribution of news releases to accounting media
- ▶ Sponsor international and regional accounting events
- ▶ Establish JHI as international standard for accounting accreditation and education
- ▶ Make JHI on-line tutorials and software-based courses available for purchase

THIRD CORNER: RAISED MEMBER PROFILE

- ▶ Provide local offices with communication tools necessary for local networking and marketing news releases, logos, and education materials
- ▶ Establish JHI as local standard for accounting accreditation and education
- ▶ Establish consistent use of JHI brand in all member communications

FOURTH CORNER: INTERNAL COMMUNICATIONS

- ▶ Encourage knowledge sharing
- ▶ Use all resources effectively
 - regular meetings
 - JeffNet
 - Website
- ▶ Promote board, regional, SIG and member feedback
- ▶ Promote educational products

RESOURCES AND SUPPORT

- ▶ Current member lists of local corporate and media resources
 - Local and International
 - Accounting and Business
- ▶ Current member lists of local events and conferences
 - For sponsorship, partnership, marketing and speeches
- ▶ Member involvement in local initiatives

RESOURCES AND SUPPORT

- ▶ Revenue from sale of education resources
- ▶ Board commitment to marketing budget
- ▶ Assistance from International Office, Board, Regions
SIGs and other Members

PROJECT CALENDAR

Time \ Phase	Branding for Business	Branding for Membership	Member-Driven Local Branding	Internal Communications
01/06	RESEARCH	RESEARCH	RESEARCH	EXECUTION
02/06	ANALYSIS	ANALYSIS	ANALYSIS, PLANNING, REVIEW & EXECUTION	cont'd
03/06	PLANNING	PLANNING	cont'd	cont'd
04/06	REVIEW	REVIEW	cont'd	cont'd
05/06	EXECUTION	EXECUTION	cont'd	cont'd
05/07	EVALUATION	EVALUATION	EVALUATION	EVALUATION
AGM/ 07	REDESIGN	REDSIGN	REDESIGN	REDESIGN

TIMELINE: January 2006

- ▶ Build regional resource lists through independent research and member input
 - accounting, business, government and academic arenas
 - events, conferences and seminars
 - sponsorship and speaking opportunities
- ▶ Research options for delivery of JHI accredited education

TIMELINE: February 2006

- ▶ Compile resource information into media contact database
- ▶ Research costs: media and sponsorship
- ▶ Circulate first news releases
- ▶ Design of education pilot underway
- ▶ Market JHI as a potential education resource
- ▶ Support individual member projects as needed

TIMELINE: March 2006

- ▶ Prepare new marketing materials
 - Colour and black and white advertisements for on-line and print publishing for accounting/business markets and education
- ▶ Make recommendations for media purchasing
- ▶ Make recommendations for sponsorships and partnerships
- ▶ Make recommendations in education pricing and delivery options

TIMELINE: April 2006

- ▶ Finalize and approve new marketing materials
- ▶ Finalize and approve education marketing materials
- ▶ Decide on media buy and set budget for purchases
- ▶ Decide and set budget for sponsorships and partnerships
- ▶ Make final decisions in education pricing and delivery options

TIMELINE: May 2006 and onwards

- ▶ Implement media buy and marketing and PR efforts
- ▶ Work with regional members to produce editorials
- ▶ Work with regional members to secure speaking engagements
- ▶ Produce educational products: on-line tutorials, software, etc.
- ▶ Track effectiveness of all efforts
 - generation of new business generation and new members
 - increased profile of JHI

TIMELINE: May 2007

- ▶ Evaluation: poll members regarding business referrals
- ▶ Poll education customers
- ▶ Solicit Board feedback
- ▶ Make recommendations for modifications to be discussed at AGM 2007

CONCLUSIONS

- ▶ International Office committed to successful launch and execution
- ▶ Success requires support and involvement of International Office, Board, Regions and Members
- ▶ We look forward to increased internal communications, a stronger network within JHI, a higher association profile and more business for our members