



THE
EUROPEAN
ASSOCIATION
OF
CORPORATE
TREASURERS



EACT Communications WG Update to Board



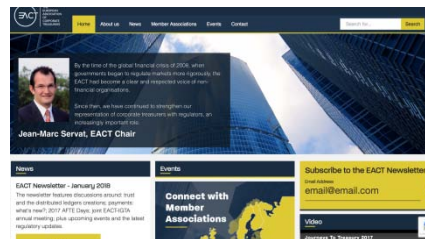
18 Months of work on Communication

- Selection of communications providers (TMI for maintenance of website etc; 360Crossmedia for workshops and ad hoc advice)

- New logo



- Website update (updated look)



- Creation of an in-house newsletter

EACT Newsletter - January 2018

The newsletter features discussions around: trust and the distributed ledgers creations; payments: what's new?; 2017 AFTE Days; joint EACT-IGTA annual meeting; plus upcoming events and the latest regulatory updates.

[View More](#)

- Creation of new EACT brochure

- EACT Communication Strategy

- Creation of EACT LinkedIn profile



EACT - European Association of Corporate Treasurers
Nonprofit Organization Management • Paris, F-75008 • 57 followers



3 connections work here. [See all 5 employees on LinkedIn](#) →

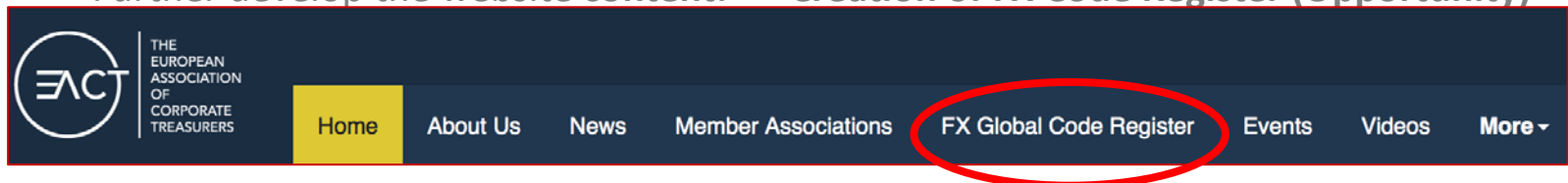
- Supported by EACT Content website to facilitate LinkedIn posts (<https://www.eactcontent.eu>)

Proposals for next 12 months (From March 2018 Board)

- Proposal for 2018: Focus on quality content creation
 - Aim to have 6-8 newsletter editions with quality content.
 - ~~Further develop the website~~ **content:**
 - Enhance LinkedIn presence
 - Webinars
 - Budget of 18 K€

Done since March 2018

- Proposal for 2018: Focus on quality content creation
 - Aim to have 6-8 newsletter editions with quality content. -> **OK** but what happens next ?
 - ~~Further develop the website content:~~ -> **Creation of FX Code Register (Opportunity)**



- Enhance LinkedIn presence -> **KO**
- Webinars -> On hold following change of Representative
- Budget of 18 K€ -> Current spend 14,3 K€

Communication WG

- Call for participants to WG
 - Cornelia H --
 - --
 -
 -
- Actively participate to the Communication strategy of EACT
 - Newsletters creation and publication (get articles, get info from NTAs,...)
 - Develop LinkedIn Presence
 - Drive Website evolutions (nothing big planned)
 - Monthly call and a few more
 - ???

Communication WG roundtable

- Give us your feedback after 5 newsletters in 2018
- Content (Article(s), Regulatory update, NTAs events & training)
- Frequency
- ...

EACT Communication Strategy: Social Networks -> Focus on

- Focus on 1 professional social network ->



- Develop  presence
 - Creation of EACT company on 
 - Publish EACT articles thru it
 - Be part of EACT Army !

Ensure following & likes or comments
from EACT board members and their Network
on EACT Company Account

<https://www.linkedin.com/company/european-association-of-corporate-treasurers-eact/>

EACT Communication Strategy: Communication KPIs to track progress

Website : # Unique visitors, # Newsletter sign-ups, # Published articles, # Most read article, # New Technical / Reference articles

Newsletter

- KPI on Recipients (# Number, # New, # Spam, # Unsubscribed), Opened rate (EACT List), Maximum Open for 1 newsletter
- # Most read article
- # Associations redistributing

EACT

- Articles delivered and production origin (NTA, EACT...)
- Non-answer rate
- Most active LinkedIn Post (Win a bottle of Champagne)
- #Press release (3)

EACT Communication Strategy: Governance

MINDSET

- Focus of critical missions (Content, distribution, networking/connecting) and make sure to expedite non-critical stuff.

DECISION PROCESS

- For non-critical stuff, Anni can decide by herself if she doesn't get an answer after 1 request and 1 reminder.

ANSWER POLICY

- Whenever Anni sends a request to a board member, he/she has 24 hours to answer or acknowledge receipt.
- Final answers should be sent within 96 hours.

VALIDATION POLICY

- Jean-Marc should check critical articles
- Anni & Richard checks non-critical articles