EDUCATING AN ONLINE COMMUNITY OF 30,000 INTERNATIONAL MEMBERS WITH A MARKETING CAMPAIGN

Institute of Chartered Secretaries and Administrators (ICSA)

CHALLENGE

With over 30,000 international members in nine different locations, the Institute of Chartered Secretaries and Administrators needs to obtain consent from each of its nine divisions before it makes any changes to its Charter and bylaws. A six-month comprehensive Communication and Marketing campaign needed to be deployed to its divisions across the world, in order to educate the members and create awareness before the vote.

SOLUTIONS

To deliver an effective and smooth communication strategy for all 30,000 international members, MCI UK implemented a comprehensive communications audit with each division and established good working relationships. Following this, the dedicated team created a toolkit, held on the ICSA Global site, which contained bespoke emails, social media posts, PowerPoint slides for Town Hall meetings, adverts for print, as well as digital assets such as banners and signatures. Moreover, an insightful video featuring member’s reasons in favor of the vote was created to raise awareness about the importance of the vote and its impact on the association’s future.

RESULTS

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<tr>
<th>PROJECT</th>
<th>LOCATION</th>
<th>TARGET AUDIENCE</th>
<th>SERVICES</th>
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<td>Association management &amp; consulting</td>
<td>Global</td>
<td>ICSA international members</td>
<td>Marketing and Communications, Digital, Content, Consulting</td>
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30,000 INTERNATIONAL MEMBERS

9 VOTES PASSED

1 BEST ASSOCIATION PARTNERSHIP / COLLABORATION AWARD