

Community features



Discussion forum



Webinars



Resources



Thought leadership



Technical papers



News & features

Championing a New Global eCommunity

Online Community Platform

Client

Chartered Governance Institute (CGI)

Target Audience

Governance and Compliance Professionals

Services

- Strategic digital consultancy
- Community development and management
- UX and engagement design
- Creative and digital design
- Digital marketing
- Brand design and development
- Website design and development
- PR and internal/external communications
- Content development

MCI Expertise



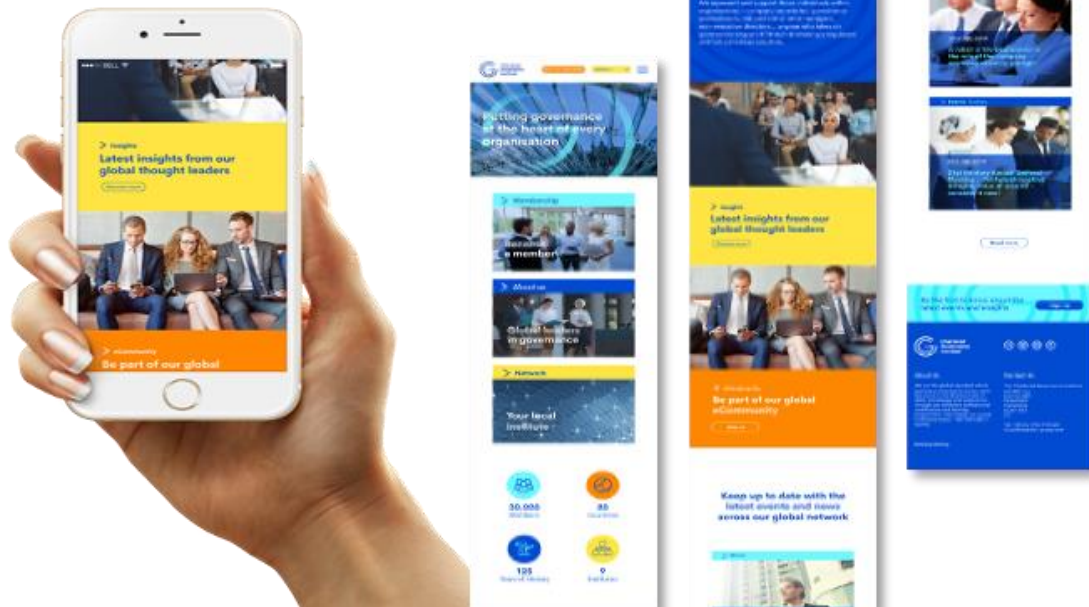
Digital



Association Services



Marketing & Communication





Results



61.000
Engagement touchpoints



2x
Global database



1.000+
Sign-ups to the eCommunity



2.000
New organic followers across social media

[Contact us](#) to design your next **Online Community**

Challenge

MCI UK is the HQ for The Chartered Governance Institute (CGI), a Federation of 9 Divisions representing over 29,000 corporate governance professionals worldwide. CGI approached MCI UK with the intention of staging an inaugural international conference, that would eventually go on a global cycle, but needed the reassurance that the Conference would be financially viable. MCI's answer was a strategic approach to optimising the development of a managed online community to substantiate interest in a global Conference.

Solution

The MCI UK team designed and developed the digital brand identity for the Institute, which encompassed the launch of a new global website, dedicated social media channels and in quick succession a global eCommunity. The result was a value-driven platform, where the community can engage in discussion forums, webinars, knowledge sharing, networking and find a central resource repository. This digital presence has become an important resource to build interest in the association's conference. The organisation has seen a steady increase in membership as well as established themselves as the voice of the global community for corporate governance professionals.

