

## Action Plan for 2020-2021

### Maintaining Strong BC

	Action	Date
1	<b>Share experience on Virtual PA Camp</b> PA will share his/her experiences to BC members and encourage them. Start planning for next APCC and inspire PA candidates for this special occasion.	Aug 2020
2	<b>Focus on communication:</b> BC executive committee members will focus on communication with BC members, both active and inactive.	Sept 2020
3	<b>Activity plan:</b> Activity plan for next one year will be planned by EC members of BC and inform about year plan to all the members.	Oct 2020
4	<b>Annual General Meeting:</b> Holding the AGM in a place (or online) that all the members can participate. It will help a lot to maintain the clubs. This will be held with the participation of all the members, the liaison officer and other officials (such as chaperons, government officials etc.).	Any suitable time
5	<b>JA, PA Orientation and Training Program:</b> Orientation and Training Program should be conducted jointly by Liaison Office and BC.	Feb – June 2021
6	<b>Reunion or Get-together:</b> It will help to maintain strong relationship.	Anytime
7	Monthly regular meeting	Any Suitable Time.

### Common Activity

	Action	Deadline
1.	Link by Link will continue to be a Common activity in this year too.	
2.	<b>Promote Common Activity:</b> The PR Manager and the PR Team will work collectively to market the CA and will play an instrumental role in making sure that the CA is sold to the general public with maximum effectiveness.	Until May 2021
3.	<b>Submission of content by BRIDGE CLUBS:</b> Entries for the common activity will be submitted to BCIO. PAs must continue to motivate member participation throughout.	Until May 2021
4.	<b>Evaluation of Common Activity:</b> PAs will conduct a follow up meeting to evaluate the success, or otherwise, of the CA and report back to BCIO HOMs for future reference and planning. Ideas for the following years CA can be discussed with the next PA to assist in discussion at the 2021PA camp	June 2021

### Funding

	Action	Due Date
1	Finalize activity timeline and subsequently estimate expenditure (using budget plan)	Aug 2020
2	Collect membership fees	All year long
3	Fundraising competitions	Sept 2020- May 2021
4	Approach potential sponsors	Aug 2020 – May 2021
5	Financial Report	June 2021

## Public Relations

	Action	Deadline
1	<p><b>Select PR Manager + BCIO Page Executive + Social Media Team</b>            PAs will help conduct a merit-based selection process for the following posts:</p> <ul style="list-style-type: none"> <li>• <u>PR Manager</u>: Head of PR – responsible for all PR related aspects of BC (Social Media, Newsletter, BCIO Page etc.). PR Manager will help to lead PR Team to make plans and carry out all PR activities.</li> <li>• <u>PR Team</u>: responsible for maintaining social media (Facebook, Twitter, Instagram, Blog, newsletters, YouTube channel). Up to five people with good writing skills that will work together to collect and write articles for social media content.</li> <li>• <u>BCIO Page Executive</u>: responsible for participating in every BC meeting/activity, writing an Activity Report and posting it on the official BCIO Page.</li> <li>• <u>Inter-BC relationship officer</u>: ensure communication is maintained between BCs through skype meetings, emails, Facebook messenger etc.</li> <li>• <u>Photographers</u></li> </ul> <p>These roles will be decided at a meeting, where PR year plan/timeline should be discussed.</p>	August 2020
2	<p><b>Establish Facebook/Instagram/Twitter/Blog/Newsletter/Email list</b>            Respective PR Team will establish their social media channels (if not already established) and work on making them attractive. You should choose your BC's main channel and focus on it. A Facebook Page will be a preferable choice.            If the BC does not have a logo, one should be created to use on all social media platforms for consistency.</p>	August 2020
3	<p><b>Activate and maintain your BC's social media channel</b>            At least 1 post every two weeks must be posted on the BRIDGE CLUB's Facebook page by PR Team. These posts can be regarding awareness about global issues, celebrating International Days, updates about BC activities especially the progress with the Common Activity and monthly meetings and reflection of APCC by this year's delegation. The Facebook page will also be essential in recruiting new BC members so it is crucial to keep it active.  <u>BCIO Page Executive</u> must report every monthly meeting and activity conducted by the BRIDGE CLUB on their BCIO Page.</p>	All year
4	<p><b>Regulation of PR</b>            The PR Manager will keep the PR Team and the BCIO Page updates in regular check by assigning the PR Team internal deadlines, reminding them of these deadlines and providing constructive feedback.            PR Manager should hold monthly ones to check the progress and generate ideas within the team.</p>	All year
5	<p><b>Publish internal BC newsletter/blog</b>            The Newsletter editors will publish an internal BC newsletter/blog by collecting articles regarding various topics from BRIDGE CLUB members and writing some of their own. They can include sections about APCC, BCIO as well as the Common Activity.</p>	Any suitable times
6	<p><b>PR Evaluation Meeting</b>            A compulsory meeting will be conducted in which the progress of the PR Manager and the PR Team will be evaluated. The PR Managers will showcase their progress until January 2021 by sharing their respective PR channels. The PR Manager will make sure that the tasks assigned to the PR Team are being performed well. The minutes for this meeting will be kept and shared with the new PR committee and BCIO HOMs to ensure advice and reminders can be given is necessary.</p>	February 2021