

Action Plans 2017- 2018

Maintaining Strong BC

	Action	Date
1	Sharing experience of 29 th APCC: Participants of 29 th APCC will share their experiences to BC members and encourage them. Start planning for Next APCC and inspire PA candidates for this special occasion.	August 2017
2	Focus on communication: BC executive committee members will focus on communication with BC members, both active and inactive. They will inform them about the present situation and grand celebration of APCC next year.	September 2017
3	Activity plan: Activity plan for next one year will be planned by executive committee members of BC and inform about year plan to all the members.	October 2017
4	Carry Out Common Activity: Organize a meeting to carry out common activity.	November 2017
5	Annual General Meeting: Holding the AGM in a place 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.).	December 2017
6	JA, PA Orientation and Training Program: Orientation and Training Program should be conducted jointly by Liaison Office and BC.	Feb – June 2018
7	Reunion or Get-together: It will help to maintain strong relationship.	July 2018
8	Publish Newsletter or Magazine	Any Suitable Time
9	Monthly regular meeting	All year long

Funding

	Action	Date
1	Finalize activity timeline and subsequently estimate expenditure (using budget plan)	August 2017
2	Collect membership fees	All year long
3	Fundraising events	March 2017
4	Approach potential sponsors	Dec – May 2018
5	Financial Report	June 2018

Common Activity

	Action	Date
1. a)	Generation of ideas for Common Activity within BCs discussed at meetings and activities throughout the year, with 2017 PA to be spokesperson at APCC	January-July 2017
1. b)	Decision of Common Activity Common activity ideas are discussed and decided during the 2017 PA camp at APCC with the facilitation of BCIO staff	July 2017
2.	Declaration of Common Activity Common Activity will be announced via email and APCC Facebook page. Detailed instructions will be provided along with a finalized timeline to help BRIDGE CLUBs conduct a successful Common Activity.	August 2017
3.	Common Activity planning meeting 2017 PAs selected as CA coordinator in their BC. They must conduct a meeting to delegate tasks of organization and promotion and a timeline within the guidelines from BCIO. Each BC should submit the report of the meeting so that BCIO HOMs can closely follow up and give a reminder or advice if necessary.	September 2017
4.	Marketing of Common Activity 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.	Throughout the year
5.	Submission of content by BRIDGE CLUBs Entries for the common activity will be submitted and shared between BC's. PAs must continue to motivate member participation throughout.	October 2017- May 2018
6.	Evaluation of Common Activity 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 2018 PA camp	June 2018

Public Relation

	Action	Date
1	<p>Select PR Manager + BCIO Page Executive + Social Media Team PAs will help conduct a merit-based selection process for the following posts:</p> <ul style="list-style-type: none"> • <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. • <u>PR Team</u>: responsible for maintaining social media (Facebook, Twitter, Instagram, Blog, newsletters, you tube channel). Up to five people with good writing skills that will work together to collect and write articles for social media content. • <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. • <u>Inter-BC relationship officer</u>: ensure communication is maintained between BCs through skype meetings, emails, Facebook messenger etc • <u>Photographers</u> <p>These roles will be decided at a meeting, where PR year plan/timeline should be discussed.</p>	August 2017

1.a.	<p>Establish Facebook/Instagram/Twitter/Blog/Newsletter/Email list 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 2017
2.a	<p>Activate and maintain your BC's social media channel 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 CLUBs on their BCIO Page.</p>	All year
2.b	<p>Regulation of PR 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
3.	<p>Publish internal BC newsletter/ blog The Newsletter editors will publish an internal BC newsletter by collecting articles regarding various topics from BRIDGE CLUBs members and writing some of their own. They can include sections about APCC, BCIO as well as the Common Activity. This is good way to keep everyone involved and to highlight the successes of the BC from August 2017 till December 2017.</p>	December 2018
4.	<p>Common Activity PR 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.</p>	September 2017-June 2018
5.	<p>PR Evaluation Meeting 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 2018 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 2018
6.	<p>Publish internal BC newsletter The Newsletter editors will publish a second internal BC newsletter by collecting articles regarding various topics from BRIDGE CLUBs members and writing some of their own. They can include sections about APCC, BCIO as well as the Common Activity. This is good way to keep everyone involved and to highlight the successes of the BC from January 2018 till June 2018</p>	June 2018