



## 2020 Strategic Direction

<b>Proving Member Value</b>
Create survey to measure current awareness of affinity and networking programs
Analyse and understand our competition (ie CFIB, BSN); create competitive analysis to prove investment value
Market to targeted businesses, grow our network with valued members
Enhance profile of our efforts - Celebrate and brag about the Chamber when networking, share 'behind the scenes' stories communicate Board meeting and action summaries; include more deputations to Council
<b>Maximize Partnerships and Improve on Relations</b>
Re-establish relations with CK Economic Development Department
Assess potential alignments with local business groups (consider complimentary as well as competitive groups)
<b>Create and Execute Social Media and Communications Plan</b>
Modernize communications in story telling - utilize Instagram, testimonial video, etc
Explore options (grant, intern, etc) and institute added personnel to power marketing and social media efforts
Increase Board participation at events to promote Chamber and market membership
<b>Create Succession Plan</b>
Plan for continuity of senior personnel
Formalize Chair/Executive position succession plan