
Outreach – Communications PR, Website, LinkedIn and Twitter – John Sayer
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Review our messages:

- This is about content, which can/should be shared across the CPA and beyond
- Outputs for members -v- Output for others - There is overlap on outputs for these two groups
- The innate and core messages
- Benefits to members publicity have been amended, but should be further reviewed by outreach working group in coming year

Videos/PowerPoints:

- How to promote the importance of CPO work. Can we/should we copy the IRWA video programmes?

Social media developments:

- 3-4 people from group to have access to twitter account
- Communication (LinkedIn, Twitter, website)
- Devise rules for Twitter

Cross professional marketing:

- Attract new members, especially planners
- Engagement with professions to do joint marketing
- Can we get content onto other profession's websites?

Website:

- There is refreshing the messages, but also refreshing the style.
- I have been doing a review of the website style and could report.

Raise profile of CPO and Land Assembly as an enabling skill. Be involved in major projects and regeneration:

- Consider whether land assembly is the sell