

## **ITI UK & Ireland Section**

### **Communications Officer's Annual Report 2023**

**The Global ITI and UK & Ireland Section deliver education, events, and study clubs on a regular basis.**

These events form the basis of membership benefits and deliver value to end users.

**The Section recognizes the need to grow membership.**

Member growth and fees are directly correlated to the sections financial allowance, which in turn dictates opportunities for the section leadership team to deliver new and innovative educational events and resources.

**Communication tools are crucial in helping members realise the benefits of membership, and to grow membership numbers.**

Engagement highlights benefits and guides members towards the ITIs educational offerings. Many members do not use these resources to the full. This in turn reduces the likelihood of recommending membership to colleagues. Publicity of these offerings is paramount in attracting new members to the Section.

**The delivery of communication has not kept pace with ITI event delivery.**

ITI events are a regular occurrence but are not publicised in line with the frequency of events. This results in reduced numbers at events, missed value for membership and lack of publicity for the Section.

**Communication delivery has been centred around one or two individuals.**

This had created an unsustainable workload and inefficient delivery of communications through no fault of the individuals involved. This is an outdated system for a modern society.

**There is no clear framework regarding the timing of communications.**

Lack of a structured communication delivery framework has led to slippage regarding the timeliness and impact of communication related to events and opportunities.

**Communication tools and opportunities outnumber current resources.**

Social media platforms and email newsletters are paramount in promoting events but have become too numerous to manage without delegation and outsourcing to optimize the reach of the section. Delegation is required to harness the power of social media and associated communication tools.

**Blended delivery of old and new communication outlets is required.**

Generational trends demand strategies that cater for all membership groups

**Communication needs to be delivered in a timelier fashion.**

This will be delivered via the framework, specifically designed to create an algorithm with time points and deadlines for the delivery of communication related to events and opportunities.

**Prioritise leadership over delivery**

Strategise and guide communication delivery rather than succumb to the inefficiencies of generation and output when on a tight timeframe. Outsource day-to-day delivery of communication.

**Recruit media professionals to streamline and optimise communications.**

This financial outlay is counterbalanced by the increased efficiency and reach of the communications generated.

**Centralized media repository for dissemination.**

Build a reserve of marketing and media material, specific to the UK & Ireland section, which can be used for constant contact and drip fed into social media and news streams to improve visibility and member uptake on the benefits of membership.



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