



CIGRÉ-UK Next Generation Network (NGN)

Marketing Strategy

AIMS

- To establish CIGRÉ-UK NGN as the premier organisation in the UK for young professionals and students with an interest in Electrical Power Systems.
- To increase student membership to 100 by December 2016.
- To increase total membership to 200 by December 2016 and to 300 by December 2020.

TARGET AUDIENCE

The NGN will promote to its potential membership which includes students and professionals in the early stages of their careers. In particular, the NGN will look to increase its membership from Distribution Network Operators (DNOs) and universities.

MARKETING PLAN

The NGN will achieve its aims by raising the profile of the group through promotional material and events. This will be supported by developing the NGN's web and social media presence as an engaging source of power engineering related information and resources, with CIGRÉ's activities being the main focus.

- Concise promotional slide packs and printable flyers to be kept up to date and readily available for promotion to potential student and young professional members and associated organisations.
- Promotional events at universities and businesses to be delivered by NGN Steering Committee members or contacts within the organisations (with a focus on new student and graduate intakes).
- Align Facebook, Twitter and LinkedIn accounts to ensure users of all platforms receive the same engaging updates.
- Use social media presence to promote interesting news and resources from across the industry which would be of interest to the NGN membership and target audience. This will re-enforce the NGN's image as a valuable source of interesting power engineering knowledge and information.

RESPONSIBILITIES

The Marketing Lead is responsible for:

- Developing the presence and awareness of the NGN amongst its target audience.
- Supporting the NGN Steering Committee in promoting the organisation.
- Liaising and coordinating with the CIGRÉ-UK Marketing Working Group.
- Coordinating with the Communications Lead to produce promotional communications.
- Conducting a periodic review on at least a two-yearly basis of marketing materials and strategy in line with CIGRÉ, CIGRÉ-UK and NGN strategies.

Marketing Assistants are responsible for:

- Supporting the Marketing Lead in the delivery of their responsibilities.

Each member of the NGN Steering Committee shall:

- Act as an 'NGN Champion', promoting the benefits of membership to colleagues.
- Seek opportunities to promote the NGN to contacts in other organisations.