

ACT Communications Workgroup

Update

Feb 13, 2014



Focus Areas

- How ACT can improve its communications
 - Content: WHAT is the message?
 - Media/Method: HOW is the message delivered?
- Internal & External communications
- The right message for each audience
 - Agents, Carrier, Technology Partners, Industry

Work to-date

- ❑ Held initial WG strategy discussion
- ❑ Discussed hurdles and opportunities
 - Communication overload
 - Clarity
 - Best use of communication platforms
 - Leveraging new IIABA format for ACT website
 - Groupsite for internal
 - Adjusting external comms for various audiences
- ❑ Determined high-level strategy

Next Steps

- Two-phased approach
 - Phase 1: Review and recommend
 - Phase 2: Ongoing advisory panel
- Your Feedback:
 - What do you like about ACT communications?
 - What could we do better?
 - What has personally worked best for you in other interactions?
- Update at May ACT Meeting

