**2020 Communications Plan**

February 10, 2020

**Overall Strategic Objective**

Objective: Communicate Successes and Value of Membership

Develop multi-year marketing and communication plan focused on communicating AgGateway successes and the value of membership through appropriate media by 31 January 2020 and implement throughout 2020

*Supports all three 2018-2022 Strategic Goals*

***Tactics:***

* Develop and implement speaker/presentation strategy for 2020
* Execute annual promotion and awareness program
* Establish global communication processes and protocols
* Increase awareness of implementation through production of new testimonials, case studies, etc.

**Priorities**

Communicate/promote to membership and industry:

* New features of AgGateway (global activities, PMC, DRC, Working Groups, staffing, etc.), *and*
* Associated opportunities to be involved, as these features are implemented.
* Activities of Working Groups in ways meaningful from an industry-wide and corporate perspective (e.g., traceability, production efficiency).
* AgGateway as a focal point in the transition to digital ag.

*Also:*

* Establish global communication processes and protocols.

**Key Messages**

2020 Theme: *Driving Digital Solutions*

* AgGateway is approaching its global project work in a more agile, cross-sector manner, addressing critical areas in agriculture and ag-related industries such as traceability, sustainability, interoperability in field operations, supply chain efficiencies, and more.
* AgGateway helps agri-businesses streamline their processes and boost their efficiency.
* Using AgGateway standards can help companies save money and respond more quickly in the marketplace.
* Working with AgGateway can facilitate efforts to grow your business as the industry increasingly relies on digital exchange of information.

*Tactics*: **Branding Guidelines**

2020 Goals:

* Draft (edit) and implement a policy on global branding, formalize standard policies and procedures for communication.
  + Goal for draft by end of Q1, including review by staff and the board.
  + Implement beginning in Q2, including adoption by Regional Steering Committees
* As part of guidelines, explore such usage as “LATAM”
* Also explore how we approach “Specialty” and whether we develop a separate brand treatment.

*Tactics*: **Speaker/Presentation Strategy and Trade Shows**

2020 Goals:

* Promote AgGateway/drive participation and recruitment via key meetings
* Arm staff and members as ambassadors.

Quarter 1:

Set up central location to post activities/opportunities (wiki page?)

Assess opportunities for 2020 and 2021, including conferences, trade shows, Allied Provider conferences.

Begin assessing existing and possible speakers to fit event/opportunities.

Review basic AgGateway PowerPoint presentation and update as needed for versatile use.

Work with the Quick Connect Task Force on promoting their event.

Quarter 2:

Review other presentation tools/hand-outs and update as needed.

Continue assessing possible speakers to fit event/opportunities.

Current shortlist of engagements/opportunities

Groundwater Resource Association meeting (Dan presenting), March 3-4, Monterey, CA.

CAAR (Canadian Ag Association of Retailers) – Feb 12-13, Saskatoon (Brent presenting)

InfoAg (US), July 28-30, St. Louis, MO

CropLife America Annual Meeting, Sept. 27-30, Aventura, FL

Ag Retailers Association Conference & Expo, Dec. 1-3, Las Vegas, NV

ASTA’s CSS & Seed Expo 2020, Dec. 7-10, Chicago, IL

Work on this list - Latin America? Europe? GSI, other groups?

*Tactics*: **Trade Shows**

* Produce new banners by Mid-Year Meeting
* Reflect global scope, fresh images and messaging

*Tactics*: **Website**

2020 Goals:

* Continue to leverage the site as our primary marketing tool, helping newcomers get connected, and promoting resources and activities.
* Q1 - Work through updates needed as part of the transition.
* Evaluate and execute information that needs translation into Portuguese and possibly Spanish as budget allows.
* Explore concept of a separate facing for Specialty (as part of branding discussion)

*Tactics*: **Case Studies**

2020 Goals:

* Build on the successful case study library to bolster outreach efforts.
* Complete 5 additional case studies by Mid-Year Meeting 2020; Promote new studies.
* *Innovation Profiles*: Explore whether we should encourage production of more of these.

*Tactics*: **Newsletter**

Continue mix of articles that demonstrate importance of our mission, successes/achievements, breadth of sectors covered, participation of major industry players.

* Q1: Promote changes/improvements related to 2020 and how members will interact with the new structure.
* All year: Promote Working Group activities, new members, information from Member Services, etc.
* Monthly updates from Latin America and Europe.

*Tactics*: **Other Materials**

**Video**:

* Fix YouTube channel problems
* Explore developing graphic explainer video(s) and/or testimonial video

**Flyers:**

* Create flyers as needed that are specific to areas of activity. (e.g., traceability, production efficiency, etc.).

**Annual Report***:*

* Produce annual report (fall).

**Translations:** Explore need/budget to translate some materials into Portuguese.

*Tactics*: **Media Relations**

* **Press Releases:** At least 1 press release/month
* **Guest columns/features** that focus on specific areas of achievement

*Tactics*: **Social Media**

* Daily activity via Communications Committee - Current focus is on LinkedIn and Twitter
* Explore ways to leverage WhatsApp and Instagram
* Expand use of photos and video
* Include Latin America and European posts

*Tactics*: **AgGateway Meeting Promotion**

* **Mid-Year Meeting and Annual Conference**: Work with new staff in promoting the two meetings to drive attendance.
* Promote other meetings as needed (e.g. in other regions)

*Tactics*: **Awards** Program/Volunteer Recognition

* Continue Ron Storms Leadership Award, AgGateway in Action Awards, President’s Award
* Establish ongoing process for AgGateway in Action Awards (formerly given by Council chairs) -- new process via Regional Steering Committees.

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