

autoscale: true
build-lists: false
slidenumbers: false

Steffan Stringer
AHPPI Annual Meeting
29-Oct-2015

^ new to the committee
- membership & marketing team
- Tim & Nathan
- goal of boosting membership

[fit] Communication

![title](cans.jpg)

^- communication strategy
- traditional channels
- & experiment with
- social media channels

[fit] Purpose?

^ AHPPI purpose
- education
- discussion of issues

Annual Meeting

![title](portlandplace.jpg)

^ oldest channel
fulfils purpose - training and discussion
networking opportunity

![200%](surveymonkey.png)

^survey tomorrow
10 questions
love your feedback

[fit] Web site

![right 80%](AHPPI_website.png)

^ a little old
not the worst
redesign
simpler & cleaner
static → news & info

![175%](linkedin.png)

^ like it or hate it
– popular tool
private group
51 members
opening a 'company' page

![fit](twitter.png)

^ experiment
you don't follow us
no surprise
B2B
50 followers
we follow 200+

![100%](MailChimp.png)

^ new – since August
curated content
monthly (2 so far)
quarterly
85 people
34% opens (x2 ind ave)
9.2% click throughs (x5 ind ave)

![35%](facebook.png)

^ not gone down this route
should we?

[fit] On the right track?

- other channels?
- your preferences?
- your expectations?
- what don't you like?
- why?

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^feedback
comments
recommendations