Communications Advisory Group

3 June 2021 / 2020-2021 Committee Reports
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Overall objective

➢ Support the secretariat in their short- and long-term communication efforts, including website, newsletters, presentations

➢ Establish a structured framework for design, language, target groups, statistics, channels etc.
Initial work

- Four meetings so far (December, February, April, May) – all virtual obviously
- Members from BE, FR, SE, (NL)
- Established an overview of potential work
- Support to the secretariat for short term upcoming projects (Voice of EFCA, EFCA Newsletter, Construction Europe)
Discussions on how to modernize the EFCA logo
Important to keep the “feeling” of the EFCA brand
Use the opportunity to also improve and streamline colors, fonts, templates and publications
Make sure to use the updated website as a guide in relevant areas
Survey among members and readership
Target groups – with whom are we communicating?
Channels – what works and what messages to use?
Design – templates, guidelines
Metrics – what do we want to measure? Goals?
Social media – how can that be improved?
Presentation of the federation
Printed material – improvements and modifications