

Stated Aims and Objectives

Improve the level of communication within the club to create a greater awareness of the clubs activities and that of the individual committees.

Website

Promote the club and its activities to the wider public.

Facebook

Establish a strong brand image and a consistent message about what the club stands for.

Use the recently acquired branded material at all events

Widen the network of people we can reach to promote the club and its activities.

Freiends of Hatton develop this model using email

Give greater profile to our charitable activities.

Continue to use social media and traditional methods

Work Closely with Membership with combined initiatives

OUR AIM IS TO HELP MAKE THE CLUB MORE OUTWARD FACING AND CREATE A
FEELING OF A WELCOMING AND FRIENDLY GROUP NOT AN ELITIST BUSINESS MEN'S
OLD BOYS CLUB

The above are the aims for the team we are meeting 7th September to put togethre a more
detailed plan for the year