

## **2018 Section and Chapter Quarterly Update - Communication Plan**

### **January 2018**

#### **Overview**

SPE will send out quarterly communication to all section and chapter officers worldwide. Content will include operational deadlines/guidelines, as well as membership program highlights and major events.

#### **Marketing Objectives**

- To build awareness of the programs that SPE offers leading to increased member involvement.
- To make the section and chapters feel more connected to SPE International, allowing them to better support their areas.

#### **How to Measure Success**

- Email performance (open rate, click through rate etc) compared to pre-2018 mailings of the eUpdate, other SPE mailings and industry benchmarks
- Traffic to the Officer Resource Centre pages and SPE Connect Officers communities
- Feedback from officers

**Audience:** Section and chapter officers worldwide.

#### **Web Promotion**

- Announcements made in SPE Connect (officer groups).
- Create a landing page in SPE Connect with the regional support teams images and bios.

#### **Marketing Budget**

No funds available.

#### **Distribution plan:**

- Quarterly
- Emails will be split into two – Section Officers and Chapter Officers.
- Dates are set for later in the quarter to avoid other major SPE International global emails such as the regional emails

### Mailing schedule

Date Sent	Content Due	Audience
16 March 2018	2 March 2018	Email A: Section Officers Email B: Chapter Officers
6 June 2018	23 May 2018	Email A: Section Officers Email B: Chapter Officers
20 August 2018	6 August 2018	Email A: Section Officers Email B: Chapter Officers
20 November 2018	6 November 2018	Email A: Section Officers Email B: Chapter Officers

**Note:** Emails should come from “Section Communication” and “Chapter Communication” if possible.

### Content

- Frances will provide the operational content (inc. blog posts, articles, interviews and best practice documentation), with help from the membership team and other staff across the departments. Officers will be approached to provide success stories.
- Marketing will provide the events and membership messages where appropriate.

## Section and Chapter Officers eUpdate Content Plan

### eUpdate #1

**Date sent:** 16 March 2018

**Theme:** Member retention and engagement

### Chapters

Welcome message	Erin O'Sullivan
Welcome new chapters	Established in October 2017 and Feb 2018
Accolades	2017 membership competition winners
Articles/blog posts/best practices	The Ins and Outs of SPE Membership
	Are you getting the most out of membership builder?
	Are you graduating soon?
Success stories	University of Oriente Nucleo de Monagas Student Chapter in Venezuela
	African University of Science and Technology Chapter in Nigeria
	UPB Chapter in Bolivia
	Universidad Nacional Arturo Jauretche Chapter in Argentina
Other	Reminder to update officer roster
	Save the date - ATCE
	Upcoming deadlines
	Explore/further learning
	Chapters on social media
Meet the team	Section and Chapters team

### Sections

Welcome message	Erin O'Sullivan
Welcome new Sections	Established in October 2017
Accolades	2017 membership competition winners
	Ambassador Lecturer Outstanding Achievement Award - Benin City
Articles/blog posts/best practices	The Ins and Outs of SPE Membership
	Are you getting the most out of membership builder?
	Volunteerism - are you getting it right?
Success stories	Four Corners Petroleum Section
	Ecuador Section
Other	Reminder to update officer roster
	Save the date - ATCE
	Upcoming deadlines
	Explore/further learning
Meet the team	Section and Chapters team

## eUpdate #2

**Date sent:** 6 June 2018

**Theme:** Events and Programming

### Chapters

Welcome message	Frances van Klaveren
Accolades	RSPC winners
Articles/blog posts/best practices	Spotlight on Energy4me®
	Need-to-Know Tips for Ambassador Lecturer Visits
	The Do's and Don'ts When it Comes to Events
	How to Brand Your Instagram Account
	Get Noticed, Get Funded - step by step guide
Success stories	Covenant University (Nigeria)
	Kazan Federal University Chapter (Russia)
	University of Indonesia Chapter (Indonesia)
	Texas A&M at Qatar (Qatar)
Other	Save the date - ATCE
	Upcoming deadlines
	Explore/further learning
	Chapters on social media
Meet the team	RAS and regional map with bios

### Sections

Welcome message	Frances van Klaveren
Accolades	RSPC winners
Articles/blog posts/best practices	Spotlight on Energy4me®
	Getting the Most out of your Distinguished Lecturer Visits
	The Do's and Don'ts When it Comes to Events
Success stories	Denver Section
	Sakhalin Section
	Patagonia Section
	Italian Section
Other	Save the date - ATCE
	Upcoming deadlines
	Explore/further learning
	Sections on social media
Meet the team	RAS and regional map with bios

**eUpdate #3****Date sent:** 20 August 2018**Theme:** Operations and governance**Chapters**

Welcome message	Sam Armstrong
Welcome new Chapters	From June 2018 round
Accolades	Student Chapter Awards
	2018 Scholarship Winners
	PetroBowl 2018 Regional Winners
Articles/blog posts/best practices	Introducing the Annual Student Chapter Health Check
	Being SMART About Strategy
	Election Processes and Succession Planning best practices
	Officer Recruitment best practices
	Spotlight on SPE Programs - eMentoring
Success stories	Gubkin University
	Instituto Superior Técnico
	Palawan State University
	Middle East Technical University Chapter
	Universiti Teknologi Petronas
	Tips from the Canada, Rocky Mountain, and Western North America chapters
Other	Save the date - ATCE
	Upcoming deadlines
	Explore/further learning
	Chapters on social media
Tips and Tools	Don't Get Into Copyright Trouble
	SPE Connect File Sharing Tools
Meet the team	James Whitaker
	Sandy Wilson

**Sections**

Welcome message	Sam Armstrong
Welcome new Sections	From June 2018 round
Accolades	Section Awards
	Regional and Internationals Awards
Articles/blog posts/best practices	Being SMART About Strategy
	Election Processes and Succession Planning best practices
	Officer Recruitment best practices
	Spotlight on SPE Programs - eMentoring
	Spotlight on SPE Programs - Certification
Success stories	Aberdeen Section
	Bangalore Section
	Port Harcourt Section
	Western Australia Section
	Dallas Section
	Egyptian Section
	Tips from the Canada, Rocky Mountain, and Western North America sections
Other	Save the date - ATCE
	Upcoming deadlines
	Explore/further learning
Tips and Tools	Don't Get Into Copyright Trouble
	SPE Connect File Sharing Tools
Meet the team	Tom Whipple
	Sandy Wilson

**eUpdate #4****Date sent:** 20 Nov 2018**Theme:** Communications and Marketing**Chapters**

Welcome message	Jane Boyce
Welcome new Chapters	From October 2018 round
Accolades	2018 Int PetroBowl winners
	2018 Int SPC winners
Articles/blog posts/best practices	Marketing; What's in it for me?
	Social media; how your chapter can help maintain SPE's strong global identity
	I have a complaint! (comms and escalation chart)
	Data protection, are you getting it right?
	Spotlight on SPE Programs - SPE Cares
	The Importance of Great Communication Skills (James' blog and link to Nathan's TWA article)
Success stories	Montanuniversitaet Leoben
	British University in Egypt
	University of Port Harcourt
	University of Adelaide
	Suez University
Other	Upcoming deadlines
	Explore/further learning
Tips and Tools	SPE Connect engagement tips
	Avoiding spam filters
	How to target your Informz emails
Meet the team	Molly Britt
	Jason Notoras

**Sections**

Welcome message	Jane Boyce
Accolades	2017-18 Distinguished Lecturer Section Evaluation Winners
Articles/blog posts/best practices	Marketing; What's in it for me?
	Social media; how your chapter can help maintain SPE's strong global identity
	Data protection, are you getting it right?
	Spotlight on SPE Programs - SPE Cares
Success stories	Aberdeen Section
	Kavala Section
	Calgary Section
	France Section
	Gulf Coast Section
	Beyond the Borders young professionals initiative from SPE France, Italian, and Romanian Sections
What's new	NEW Section Officers Resource Center
	Online Education portal
	NEW for 2019: Sustainability and Stewardship in the Oil and Gas Industry Award.
Tips and Tools	SPE Connect engagement tips
	Avoiding spam filters
	How to target your Informz emails
Meet the team	Molly Britt
	Jason Notoras
Other	Explore/Further Learning
	Upcoming deadlines