



Strategic Plan

2011-2014

Summary

The Fredericton Chamber of Commerce will focus its efforts on 5 priorities. We will:

- Deliver Personalized Member ROI
- Increase the Impact of our Advocacy
- Become the “Connector of Choice” for Business Communications, Networking & Events
- Build a 21st century Chamber
- Secure our financial viability



#1 – Deliver Personalized Member ROI

The Fredericton Chamber team will:

- *Quantify Chamber offering for Value Statements*
- *Improve Member data quality and collection*
- *Segment and Profile Membership*
- *Develop Tailored Communications for member segments*
- *Develop Tiered Fee Structure aligned to member segments*
- *Review Chamber Offering for relevancy to member segments*

Overall goal =

Increase member attraction, engagement and loyalty



#2 – Increase the Impact of our Advocacy

The Fredericton Chamber team will:

- *Increase Media Visibility*
- *Leverage existing communication channels for Advocacy promotion*
- *Expand Partnerships and Coalitions for Advocacy initiatives*
- *Manage committees to strategic Advocacy outcomes*
- *Highlight Advocacy at Events*
- *Collect "member issue" intelligence*
- *Enhance Government Relations strategy*

Overall goal =

Increase member attraction, engagement and loyalty



#3 – Become the Connector of Choice for Business Communications, Networking & Events

The Fredericton Chamber team will:

- *Grow Email list*
 - *Expand functionality (send to a friend, sign up links)*
 - *Include smartphone formatting*
- *Increase connection between members*
 - *Create member promotion opportunities on website*
 - *Collect and share testimonials*
- *Expand reach into member employee base*
- *Diversify Networking events*
 - *Introduce new formats and timeslots to networking calendar*

*Overall goal =
Increase member exposure, attendance and penetration*



#4 – Build a 21st Century Chamber

The Fredericton Chamber team will:

- *Build Member engagement by embracing Video*
- *Redefine Image by Modernizing Events*
- *Redefine Image by Demographic Modernization*
- *Infrastructure Modernization*
- *Benefits Modernization*

*Overall goal =
Cost savings and member attraction*



#5 – Secure our Financial Viability

The Fredericton Chamber team will:

- *Ensure Optimum Event Profitability*
- *Reduce Long Term Operating Costs*
- *Grow Advertising Revenues*
- *Review Chamber offerings for value and cost*

Overall goal =

Execute 2 consecutive profitable years, grow cash

