



CMC - GLOBAL

ICMCI

2023-2024

How could we develop our
communication strategy and actions
to enhance our advocacy voice?

Round tables feedback

Word association: Communication

- Social media
- Talking
- Exchange
- Broadcasting
- Signaling
- Connecting
- Coverage
- Greater understanding
- Content matter and value
- Clear messaging of the mission
- Target audience
- Communication channels and tools
- Non-communication
- You can not not communicate
- Visibility
- Reputation
- Credibility
- Saying and hearing

Word association: Advocacy

- Influence the legal and regulatory position
- Nice word for lobbying
- Lobbying for professional interests
- Put our agenda in the centre
- Public relations
- Recognise, endorse, be heard, be respected
- Trust
- Guidance
- Safety, security
- Commitment
- Representation
- Upholding
- "Moses in the desert"
- "Monasara"

I will support you and you will support me



Feedback on Communication

We need to

- Great content and great visuals
- Change our messages from “Come and join us” to “How can we help you?”
- Leverage on the power of media
- “Chinese drop”
- “Pushing”

We expect

- Central organisation (“I am the brand”)
- Regional / IMCs support (part of a global organisation)
- Mandatory guidelines
- Focus on “one” message at a time
- A platform to gather ideas
- A strong M@C network across IMCs
- Social media pages management

Feedback on Advocacy

We need to

- Define our USP
- Define responsibilities at
 - Local level
 - Regional Hubs
 - ICMCI
- Consider the existing IMCs as a target

Specific ideas

- Achieve a recognition of the CMC designation by international financial institutions (IFIs)
- Develop relationships with
 - IFIs
 - European Union
 - Chambers of commerce
 - Associations of Family-owned businesses



Thank You



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