



Industry Leadership Enhanced Member Value

**ONLINE
TOOLKIT**

Integrated
Marketing

empowering
networking
global know-how



CIGRE's power networking know-how brings immense value to the Australian power industry. But at a time when the market environment is difficult and dynamic, many in the industry remain unaware about this. It is now crucial that the CIGRE story is taken out beyond technical people to a wider more commercially oriented audience.

Central to meeting this challenge has been the launch of a new, industry aligned brand story. [Click](#) to hear Doug Aberle, Chairman of CIGRE Australia, explain more.

During the brand redevelopment process CIGRE members were asked if they were prepared to actively promote CIGRE. Their answer was a resounding "YES", as long as they were given the resources to help them.

In this 21st century, for an industry so geographically dispersed across Australia and New Zealand, online is the best place to make available a host of highly professional, integrated, yet easy to use marketing tools.

Members can be the most powerful CIGRE story tellers. Personal inter-action is the best way to tell the story, but it must be told persuasively and consistently. A new website has been designed to help members do this, giving them easy access to resources they need to spread the word far and wide about how CIGRE is helping to take the industry forward.

Follow this [link](#) to view the marketing resources housed in a section of CIGRE Australia's website. CIGRE's online marketing resource site has four sections, each containing resources members can use when sharing the CIGRE story, in a range of integrated ways, to suit different audiences.

[Ambassador Resources](#)

To help members become more effective CIGRE Ambassadors, they can use the Ambassador resources to engage, not just with people within their own organisations, but also with others who may not be familiar with the work of CIGRE.

- **BBQ App** – Picture a member at a social function and their conversation turns to CIGRE. Wouldn't it be great if they could simply bring up a screen on their smart phone that gives, at a glance, an account of the CIGRE story; and at a touch, they could reveal more if the conversation require them to. That's exactly what the new BBQ app does. [Click](#) the picture to access the BBQ App. Note that it is optimised for smart phones and tablets.
- **A4 pdf** – As a follow up and to build on what is covered by the BBQ app, members can email interested colleagues and friends a 2 page pdf version of the CIGRE story which has links to relevant sections on the main website.
- **Animation** – An even simpler alternative to the A4 pdf is to email a link to a 3 minute animation. This presents another version of the CIGRE story, as also featured on the CIGRE website, CIGRE vimeo channel and linked to the A4 pdf. [Click](#) to view the animation.



Branded Resources

These are resources to help make a member's CIGRE affiliation consistently and professionally visible. Not all situations are as informal as a social gathering and not everyone will engage with a smart phone app. Sometimes other resources are needed to tell the CIGRE story. The branded resources are suited to more formal events such as a management briefing, conference or trade show; to reach audiences beyond a face to face setting in online or printed mediums; and to publicly signal CIGRE affiliation.



- **PowerPoint** – A downloadable template in 2 formats that can be mixed and matched to build a CIGRE branded presentation.
- **Pull up screens** – Bookable by members for use at conferences, meetings or other events.
- **Vimeo** – A CIGRE dedicated Vimeo channel featuring the Ambassador Animation and a message from CIGRE Chair, Doug Aberle. Members can also submit their own clips for inclusion on the site.
- **LinkedIn** – A CIGRE portal to potentially hundreds of millions of LinkedIn members, making it a powerful marketing, communications and brand building tool.

Logos & Standards

Downloadable CIGRE and member insignia logos and easy to follow guidelines for their use. There are times when members need to go beyond the CIGRE branded materials. For example, featuring the CIGRE logo or their affiliate insignia in an annual report, other collateral or website.

Member organisations and individuals are also encouraged to display their member affiliation in emails, profiles and other materials.



In the Loop & CIGRE News

These are resources to present and build the substance behind the CIGRE story. The Ambassador Resources provide a great basis for presenting CIGRE's big picture. But to go deeper requires breathing life and substance into conversations about CIGRE. This section provides members with a gateway to that substance and is also a place where they can add their own case studies and industry know-how.



- **In the Loop** – A quarterly email based e-news update aimed at senior industry leaders. Its style, short and to the point, is intended for both technical and non-technical audiences, connecting the know-how of CIGRE with the top issues leaders are dealing with in Australia. Members can input their case studies and perspectives, giving In the Loop its teeth and relevance. Simple content guidelines are provided. Click the picture to access the latest edition of In the Loop.
- **CIGRE News & Projects** – Going beyond the top level industry issue focus taken by In the loop, CIGRE News will cover a wide range of industry news items and projects. As with In the loop, it is intended that this will be powered largely by member inputs. Simple content guidelines are also provided.

This comprehensive suite of marketing resources will enable CIGRE members to take CIGRE to the world as never before. The brand is contemporary; the resources feature the brand consistently and are fully integrated; and everything is conveniently available to members and encourages their input.

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