



National Association of Bar Executives  
Connecting Professionals, Providing Solutions

## **Communication Plan**

*7/20/15*

# **PURPOSE**

The goal of this Communication Plan to assure awareness of, access to and appreciation for the value the National Association of Bar Executives (NABE) provides to its members.

NABE can accomplish this goal through enhanced marketing of programs and services using all available communication tools, including the website and social media. Further, this plan will incorporate opportunities for assignments of responsibilities and expectations among the American Bar Association Division for Bar Services (DBS) staff, the contracted digital media editor and NABE volunteers.

This plan includes recommended branding, marketing and communication procedures and a calendar of events.

## **NABE LOGO**

Developed in coordination with this Communication Plan, the “NABE Logo Use Guidelines” outlines the proper use of the NABE logo and its variations. It should be reviewed by all involved with marketing for NABE, and should be distributed with the logo to those designing on behalf of NABE.

These directives are provided in a document entitled NABE Logo Usage Guidelines in Appendix A.

## **WEBSITE: [www.nabenet.org](http://www.nabenet.org)**

The NABE website is a valuable source of information for NABE members. The goals of the website are to provide:

- information on the organization and its members;
- links and summaries of stories relevant to member organizations and their staffs;
- history and mission of the organization;
- clearinghouse of awards, documents and templates for use by members;
- comprehensive calendar with information on events and seminars, including registration information and procedures; and
- list of members and contact information (log in required).

The NABE website is jointly administered by DBS staff, as assigned, with significant contributions from the NABE contracted digital media editor and recommendations from the Website/ Knowledge Management Committee. See the Website Assignments document in Appendix B for a detailed division of responsibilities for website updating.

## **CALENDAR**

The NABE website provides a calendar for members that is populated by events as far as known in the future. This assists NABE members in planning for attendance and budgeting. DBS, with input from the digital media editor and the Sections, will assure that the calendar is accurate and complete. When available, links for registration and travel information will be added, along with event programs and handouts. The extent of services available through the calendar are necessarily limited by the technology available on the NABE website.

## **SOCIAL MEDIA**

In addition to its website, NABE currently supports Facebook, Twitter and LinkedIn accounts. NABE Social Media is jointly administered by DBS staff, as assigned, and the NABE contracted digital media editor. By using the Marketing Plan Project Checklist template in Appendix D, staff and volunteers will be able to assign and complete marketing activities. Also see NABE Social Media Policy located in the NABE Policy and Procedures Manual, Appendix E5.

## **DIGITAL MEDIA EDITOR**

The digital media editor is an independent contractor who collects, curates and creates substantive information of interest to NABE members and manages its publication and/or promotion on the NABE website ([www.NABE.net.org](http://www.NABE.net.org)) and through social media. In addition to the editor's focus on development, distillation and distribution of substantive content, the editor also will assist in the promotion of NABE events and resources through web reporting and social media. The editor will work to develop website and social media strategies by communicating with DBS staff and with the chair of NABE's Website/Knowledge Management Committee.

A complete description of the digital media editor's responsibilities is included in Appendix C, NABE Digital Media Editor.

A detailed distribution of duties between the digital media editor and DBS staff is included in Appendix B. See Website Assignments.

## **MARKETING PROCESS**

Marketing campaigns will be developed by DBS staff, in cooperation when appropriate with the digital media editor (DM editor) and volunteers responsible for each project. Consult the Marketing Plan Project Teams chart in Appendix D to determine possible team members. DBS will ensure that the project follows the protocol, as appropriate for each project.

### **STEP 1: CREATIVE BRIEF**

Complete the Marketing Plan Creative Brief, found in Appendix E. This document helps to determine the vision, target audience, budget and timeline for the marketing and promotions process. For some projects, multiple creative briefs will be necessary due to the complexity of the event or project.

### **STEP 2: PROJECT CHECKLIST**

The Marketing Plan Project Checklist found in Appendix F includes every marketing vehicle currently available to NABE in print, electronic and social media. This list can be edited as new opportunities become available or as some become obsolete.

After completing the Creative Brief in Step 1, each team responsible for promotion of one of the categories listed in the previous section should complete the project checklist.

The Branding category of the checklist assures consistency of look and feel for NABE projects. As part of the planning process, the logo should be used according to guidelines. DBS staff can provide themes and branding from past events that can guide the team's approach to the new project or event. DBS has adopted standard email templates, found in Appendix H and

Appendix I as NABE Promo Orange and NABE Notification, that should be used for electronic communication.

The specific media categories of the Checklist, Electronic, Print and Other, will help the team identify the marketing deliverables that can be used given the target audience, budget, and time available. For most projects, at least five marketing deliverables should be employed, though there may be exceptions at the discretion of the team.

The Project Checklist can be completed in PDF as found in the appendix, or can be the template for additional forms of projects lists.

## **STEP 3: EVALUATION**

The ultimate goal of this marketing plan is to increase engagement with the project, service or activity. To evaluate the effectiveness of the marketing deliverables employed, an Evaluation Summary template has been included in Appendix G. The evaluation will guide planning for future marketing efforts. At a minimum, the evaluation should include tracking statistics of engagement (ex. number of attendees, number of web views/click-throughs) and registration.

## **CONCLUSION**

This planning guide and forms are designed to help NABE's staff and volunteers:

- make more informed decisions for marketing, based on the parameters of the project/service/activity for which they have been tasked to promote;
- easily identify communication vehicles, make assignments and track progress; and
- evaluate the success of these campaigns for application in the development of future years' plans.