

**Minutes of the Workshop: “How to best market your GGI membership”
Hotel Huis Ter Duin, Noordwijk/NL, April 26th, 2008, 9:45 a.m. - 12.00 p.m.**

Directed by: Oliver Biernat

Minutes: Astrid Rechel-Götz

Participants:

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The workshop is chaired by Oliver Biernat who opens the session explaining the necessity felt by many members to improve their marketing, esp. of the brand “Geneva Group International”. The target of a marketing workshop could thus be the creation of a general marketing guideline being at disposal of all network members, e.g. on the intranet.

In a first step, the participants start a “status quo”-section, collecting the diverse measures already applied by the participants’ firms. The results of this introduction shows that most members use the GGI-membership as a more or less passive marketing instrument, such as including the logo on their printed matters or homepages. There is a general consent that the membership should be used more actively. An absolute must is the information of all staff (especially secretaries and receptionists) on the existence and idea of the network.

In a second step all participants are invited to collect their ideas on how to improve their marketing by new activities and measures. The result is a wide and diverse range of proposals which have been resumed in the attached excel-document. Headquarter is asked to put this Excel-document in the intranet, thus making it available to all GGI members as reference and pool for new ideas.

Headquarter is also asked to spread the minutes of this first workshop including the excel-list by a circular to all network members. They are also asked to look in detail on the suggestions and – if GGI members think they are helpful- support GGI members to transform them. For example many members of the group welcomed the idea, that headquarter provides all GGI members with an annually updated world map to be put on their own homepage, where all countries, where a GGI member is located, are marked in a certain colour.

All participants underline the necessity to keep developing these ideas and propose an advanced workshop at the GGI World Conference 2008 in Rio de Janeiro and maybe a presentation of the results to the plenum.