

BIDP Marketing Strategy Meeting

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Developing a Strategic Guideline for BIDP's marketing and Promotion Plan

Introduction

Key to any organization or institution is how it is able to reach out to its members and more importantly to the public. This reach is to be guided and nurtured by set pragmatic guidelines for marketing and promoting its services, products and its brand. BIDP currently has the following key challenges in this regard:

- Lack of awareness amongst both public and professionals about its products and services.
- Limited recruitment of members due to lack of reach to new potential members
- BIDP events, lectures and public education occasions do not reach a wider audience due to lack of information output modes.
- Limited products such as contract documents
- Limited impact on professions developments and or policy influences and lobbying powers

Resolutions:

Strategy	Notes	Action Dates
1. Engage in and initiate Industry Events a. Check Calendar of Industry events such as expos	Industry events offer an opportunity for public interaction. Partnerships with key strategic calendar events such as; <ul style="list-style-type: none">• property expo,• BOCCIM northern trade fair,• global expos,• PPC's annual contractors competition and others	
2. Forge relationships with professional bodies and Private Sector Representation Stakeholders-BOCCIM: a. Engineers, Estate Agents, QS, Architects etc	Professionals are the primary members and users and consumers of some of BIDP's products such as contracts. Therefore a relationship with their respective organization and members is vital also for growing BIDP's members: AAB, IBQS, REIB, BIE and others	
3. Forge relationships with Government Ministries and Parastatals: a. MIST, MLH, LA, BDF, PPADB, WUC, BHC etc	Relevant Government Ministries as the key backbone to all industries currently in Botswana need to be closely related to. This will enable BIDP to have a say in policy issues. There is need for a guideline strategy for developing of this relationship.	
4. Create a Plan for BIDP Seminars a. Promote contracts	BIDP seminar's would be ideal for promoting various aspects of what BIDP does and also an opportunity to develop CPD'S either for its members and or public. Strategic seminars on particular issues such as contracts can be organized both for public,	

	professional and private sector consumption	
5. Form relationships with the media: <ol style="list-style-type: none"> Public and private BOCCIM: Explore Boccim/Mmegi relationship 	Developing mutual beneficial relations with Media outlets will help take BIDP events, messages to its membership and more importantly the public. Media houses to be approached for a long term strategic partnerships.	
6. Educational and vocational Institutions	Continue relationships with education institutions such as <i>UB, Limkwokwing, ABM, Botho</i> and others, through alliances with Student associations and participating in: <ul style="list-style-type: none"> Open days, student internship opportunities through BIDP membership. This will offer student member recruitment opportunities and participation in the skills development.	
7. Initiate and Partner with organisations for corporate social responsibility	BIDP to pull the wealth of its membership to partake in social responsibility programmes. This can be done through alliances with cooperation's that have availability of funds but lacking professional's expertise which BIDP can offer.	
8. Financial, Insurance and Other Private Stakeholders		