

# Website, Marketing and Development Report

## National AGM 2019

At the National AGM last year I was elected to continue as NIC and I agreed to cover Publicity as no one was elected to that post and I see them as closely related.

During the year I have researched our marketing image. I have looked at the various names that our organisation has used, how they represent what we do and how well they work in a modern online world.

I have researched what people are looking for and how we should present ourselves in order to be found and be able to grow.

I presented the outcome of this work to the NEC meeting in November with proposals on the most effective name and image we could use.

The NEC agreed we should go ahead with this and build a consistent new design and image, for the new website and for our marketing across the organisation.

Unfortunately since that meeting I have been ill much of the time and have made little further progress.

I am very disappointed as I had hoped and intended to present the planned new image and website at this National AGM.

I appreciate that there is not much to see at this stage, but I really have done a lot of work on this and I hope you will re-elect me so that I can continue with this project.

This is exactly what our inspirational speaker Wendy said we needed to be doing and I feel it really does offer a way forward and a future for Plus.

Jeff Rea