



Marketing & Com. Plan

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April 2024



AGM

Annual General Meeting

2023 HIGHLIGHTS

200+ Members
2.300+ Contacts

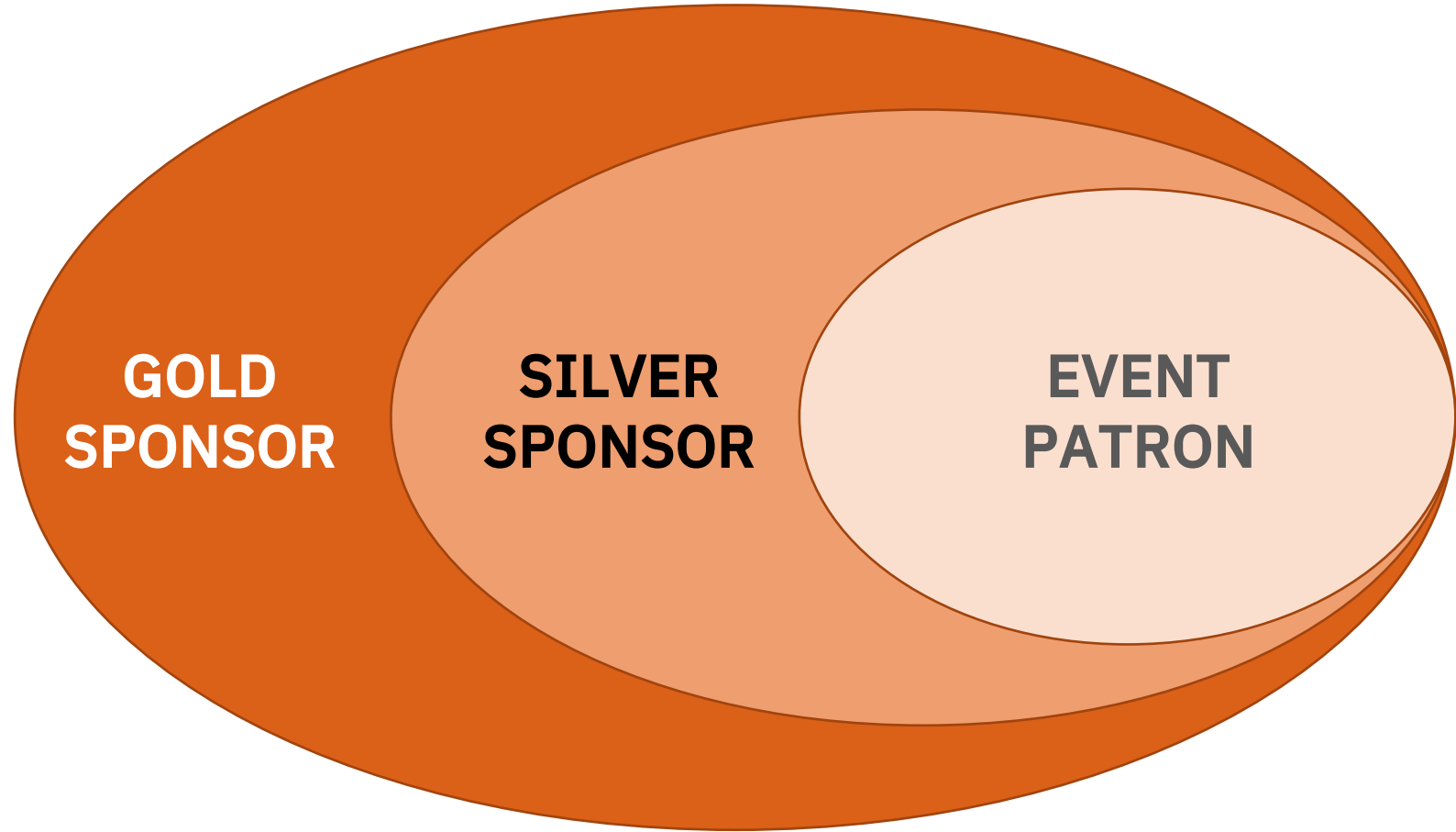
1 year of blog
[BizAnalysis.Org](https://www.bizanalysis.org)

3 Sponsorships
1 New Partner

Focus on Sponsorship

SPONSORSHIP FORMULAS

A Win-Win collaboration with the IIBA Italy Chapter



GOLD SPONSOR

2.200€/year

- Foremost visibility on the Chapter's site as a committed supporter with link to the company's website and 100-word description
- Allowed to present a speech or a round table participation or an announcement about their company at IIBA Italy Chapter events as agreed with the event PM and in coordination with other sponsors request
- Specific recognition of the sponsor from the podium or during web-events, along with a brief mention of the sponsor's company
- Recognition on all meeting invitations and other Chapter communications
- Ability to provide and to distribute company promotional materials at physical events, in compliance with host policies and spaces
- Allowed to present a marketing focus topic at one meeting per year. Topic to be reviewed and approved by IIBA Italy Board
- Employees and Clients of the Sponsor, up to a maximum of 10, will have non-member fees waived, or priority tickets for free events
- Access to the IIBA® Italy Chapter LinkedIn group with posting privileges
- Priority assistance in writing articles for the Business Analysis blog www.BizAnalysis.org
- IIBA membership waived for 1 employee of the company serving as Lead Volunteer with IIBA Italy Chapter
- Attendees list sharing with Sponsor**
- Use of IIBA Italy Chapter logo

SILVER SPONSOR

1.340€/year

- Visibility on the Chapter's site as a committed supporter with link to the company's website and 50-word company description
- Sponsor allowed a 5 minutes opportunity to provide an announcement about their company at BARM, BAWI or other IIBA Italy Chapter event as agreed with the event PM and in coordination with other sponsors request -one time only within a 1-year timeframe
- Specific recognition of the sponsor from the podium or during web-events, along with a brief mention of the sponsor's company - one time only within a 1-year timeframe
- Recognition on all meeting invitations and other Chapter communications
- Ability to provide and to distribute company promotional materials at physical events, in compliance with hosting organization policies and location spaces -once in the year
- Employees and Clients of the Sponsor, up to a maximum of 5, will have non-member fees waived, or priority tickets for fee events
- Priority assistance in writing articles for the Business Analysis blog www.BizAnalysis.org, up to 6 articles per year

EVENT PATRON

700€/event

Focus on Sponsorship

- Visibility on the Chapter's website as a committed supporter of the Chapter and a temporary 50-word synopsis/bio on the Chapter website as we promote the chosen event (in place for a period of 2months before/after the sponsored event)
- Mention during the event meeting and projection of 1 patron slide
- Recognition on communications to membership for the sponsored event
- Ability to provide and to distribute company promotional materials at the sponsored physical event, in compliance with hosting organization policies and location spaces (e.g., company booth/desk, company poster/banner, notepads/folders/pens or other branded materials, etc....)

* Fees IVA/VAT excluded, amounts subject to discretionary of IIBA Italy Chapter board.

** In accordance with Italian Privacy Law and with appropriate opt-ins by event attendees

SPONSORSHIP FORMULAS COMPARISON

Focus on Sponsorship

	Gold Sponsor – 2200 €*	Silver Sponsor – 1340 €*	Event Patron - 700 €*
Sponsor visibility on Chapter website: logo, link and description	<ul style="list-style-type: none"> • 100 words Sponsor description • Valid for 12 months 	<ul style="list-style-type: none"> • 50 words Sponsor description • Valid for 12 months 	<ul style="list-style-type: none"> • 50 words Patron description • Valid for 2 months before/after event
Sponsor presentation at Chapter's events	<ul style="list-style-type: none"> • Speech or roundtable or announcement • BARM and BAWI and others 	<ul style="list-style-type: none"> • 5 minutes announcement • BARM or BAWI or other event 	<ul style="list-style-type: none"> • 1 Patron slide • Specific event
Sponsor recognition	<ul style="list-style-type: none"> • From the podium and in all communication to members • Valid for 12 months 	<ul style="list-style-type: none"> • From the podium at one event and In all communication to members in 12 months 	<ul style="list-style-type: none"> • Mention during the event and in In all the specific event related communication
Sponsor marketing presentation, booth/desk, and/or materials	<ul style="list-style-type: none"> • Mkt presentation 1 in 12 months • Desk & materials in all 12 months timeframe events 	<ul style="list-style-type: none"> • Desk & materials 1 time only within 12 months timeframe 	<ul style="list-style-type: none"> • Desk & materials 1 time only at the specific event
Nonmembers event fees waived or in case of free events reserved seats	<ul style="list-style-type: none"> • Max 10 Sponsor employees or customers waived or reserved • Valid for 12 months 	<ul style="list-style-type: none"> • Max 5 Sponsor employees or customers waived or reserved • Valid for 12 months 	<ul style="list-style-type: none"> • Max 5 Sponsor employees or customers waived or reserved • Valid for the specific event
Free IIBA Italy Chapter memberships (for IIBA members)	<ul style="list-style-type: none"> • Priority assistance in writing articles for www.BizAnalysis.org 	<ul style="list-style-type: none"> • Priority assistance in writing articles for www.BizAnalysis.org, up to 6 per year 	
Other	<ul style="list-style-type: none"> • IIBA membership for 1 Lead Volunteer • Access to IIBA® Italy Chapter LinkedIn • Attendees list sharing** • Use of IIBA Italy Chapter logo 		

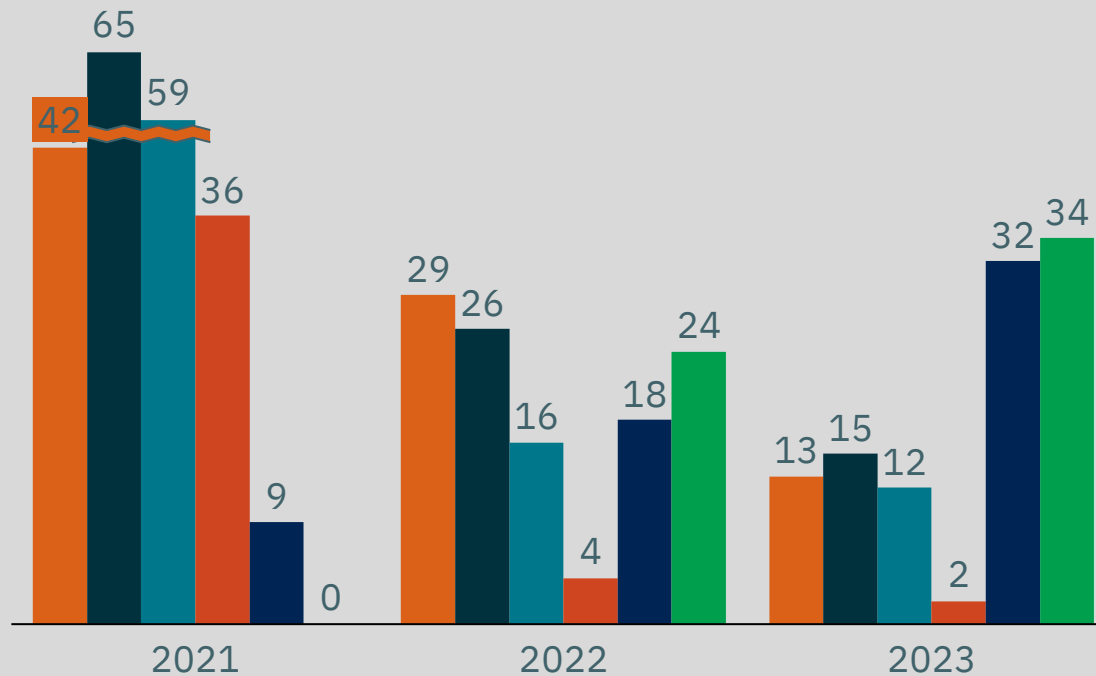
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2023 OBJECTIVE KEY RESULTS

OKRs trend
over years
[1/2]

Marketing Obj. #1: to grow our footprint

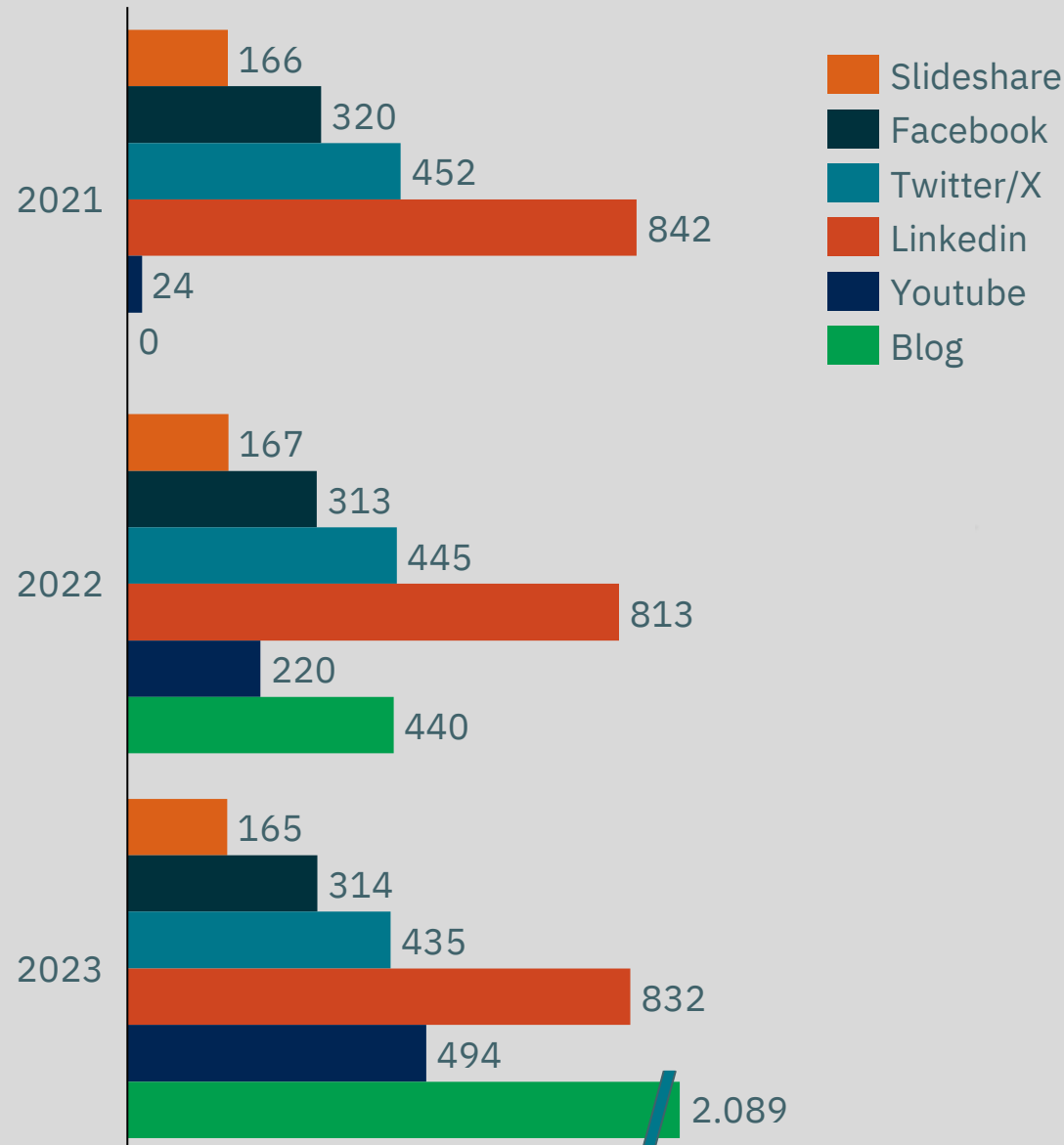
- Campaigns
- Slideshare publications
- Linkedin Posts
- Tweets
- Youtube Videos
- Blog Articles



2023 OBJECTIVE KEY RESULTS

OKRs trend
over years
[2/2]

Marketing Obj. #2: to grow our followers








2023 BizAnalysis.org International Reach



Paesi

Visualizzazioni

 Italia	1.618
 Stati Uniti	411
 Regno Unito	143
 India	95
 Canada	90
 Francia	64
 Australia	55
 Polonia	54
 Paesi Bassi	51
 Sudafrica	44

Marketing

2023 results 2024 todos*

Note(*): sponsor mng is out-of-scope of marketing



- Resonance on the web and social channels to Chapter initiatives
- Partnership with 1 association (GUFPI) and contacts with 2 (Assochange/Dama)
- Creation of original content with wordpress/video

DONE!

- Take care of the membership experience with communications along the member life cycle
- Develop the network of partners on a European scale, in collaboration with other Chapters

WIP!



Communication

2023 results
2024 todos

- 14 Mailchimp campaigns
- LinkedIn activities
- Twitter/X account recovered
- Events contents shared
- Blog contents shared

DONE!

- Increase social media activities
- Enhance Mailchimp campaigns with pills of BA

WIP!

2024 EVENTS

Attività	Q1			Q2		Q3		Q4			PM
	mar	apr	mag	giu	lug	ago	set	ott	nov	dic	
AGM		▲ 05.04.2024									MM1
PM&BA		▲ 19.04.2024									SC
BARM				▲ 21.06.2024							LP
BAWI									▲ 25.10.2024		MM1
BANG										▲ 13.12.2024	TR
GDS	████████████████████										MM2

THANK-YOU!

CO-DIRECTORS, VOLUNTEERS, MEMBERS, COMMUNITY!

About International Institute of Business Analysis

International Institute of Business Analysis™ (IIBA®) is a professional association dedicated to supporting lifetime learning opportunities for business and professional success. Through a global network, IIBA connects with over 29,000 Members and more than 300 Corporate Members and 120 Chapters. As the recognized voice of the business analysis community, IIBA supports the recognition of the profession and discipline and works to maintain the global standard for the practice and certifications.

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