



Communications Advisory Group

3 June 2021 / 2020-2021 Committee Reports

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Overall objective

- Support the secretariat in their short- and long-term communication efforts, including website, newsletters, presentations
- Establish a structured framework for design, language, target groups, statistics, channels etc.

Initial work

- Four meetings so far (December, February, April, May) – all virtual obviously
- Members from BE, FR, SE, (NL)
- Established an overview of potential work
- Support to the secretariat for short term upcoming projects (Voice of EFCA, EFCA Newsletter, Construction Europe)

Revised EFCA logo

- Discussions on how to modernize the EFCA logo
- Important to keep the “feeling” of the EFCA brand
- Use the opportunity to also improve and streamline colors, fonts, templates and publications
- Make sure to use the updated website as a guide in relevant areas

Survey among members and readership

Target groups – with whom are we communicating?

Channels – what works and what messages to use?

Design – templates, guidelines

Metrics – what do we want to measure? Goals?

Social media – how can that be improved?

Presentation of the federation

Printed material – improvements and modifications

Upcoming work
