

# BCA Marketing plan update - summary

WHO	WHY	WHAT	HOW	TIME	BY
<i>Identify all relevant stakeholder</i>	<i>Align stakeholders with BCA goals &amp; prioritize</i>	<i>Define &amp; tailor messaging</i>	<i>Determine best comm's vehicles</i>	<i>Implementation timeline</i>	<i>Responsibility</i>
<b>Progress</b>					
Major stakeholders identified - <ul style="list-style-type: none"> <li>• Funders</li> <li>• Receivers</li> <li>• Others</li> </ul>	Understanding of why they are important to BCA and prioritized accordingly	Outline of specific and core strategic messages completed	Communication vehicles identified. Further work to develop specific plans	Implementation timeline TBD	Resource discussion required
<b>Next Steps</b>					
		Crafting of detailed messaging req'd	Plans req'd: <ul style="list-style-type: none"> <li>• Social media</li> <li>• Trad media engagement</li> <li>• Corp sponsorship</li> <li>• Govnt outreach</li> <li>• Newsletter</li> </ul>	Re-prioritize actions	Identify resources
<b>Initiatives</b>		Pacific Distance Carnival		2019/2020 - Burnaby	