

# Ohio Chemistry Technology Council

## Marketing Communications Update

### 2016 Strategic Planning Retreat

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# OCTC 2016 Strategic Planning Retreat

## Marketing Communications Update

- Review of 2016 activities/plans
- Overview of 2017 recommendations

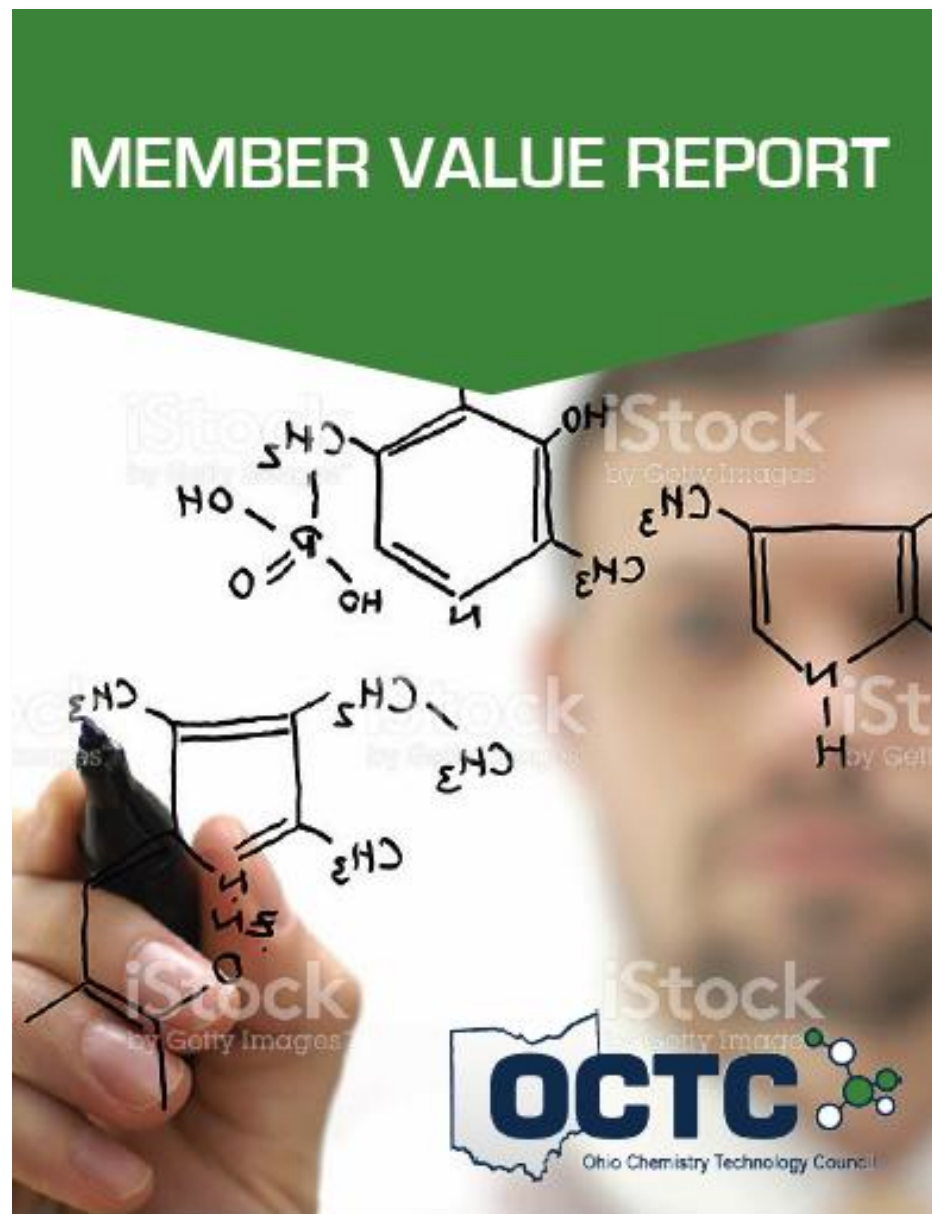
# OCTC 2016 Strategic Planning Retreat

## Review of 2016 activities

- Member value report
- New member recruiting
- Ongoing strategic communications counsel

# OCTC 2016 Strategic Planning Retreat

## Member Value Report



## OCTC 2016 Strategic Planning Retreat

### 2017 marketing/PR program objectives

- Support advocacy and regulatory efforts through thought leadership programming
- Expand outreach to increase membership and participation

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### 2017 recommendations

- Build a communications coalition of experts from within OCTC member companies to serve as a collaborative committee for issues and communications guidance
- Develop an aggregated content bank of member company contributions and achievements which OCTC can tap into and share via social channels and in media outreach efforts.
- Develop a library of communications tools to support programming that can be shared and used by members

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### 2017 recommendations

- Calculate OCTC member companies' cumulative impact by documenting the membership's contributions in areas such as sustainability efforts, employee volunteer hours, technology innovations, economic impacts.
- Tell this powerful story visually via an infographic or even a short animated video.

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### 2017 recommendations

- Partner with Jobs Ohio to bring even more companies into our region and to promote Ohio as a great place to do business as a chemical/tech company.
- Lead and guide member companies in developing a workforce development initiative – a huge need both for Ohio’s chemical industry and for the state’s economic development efforts.



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### 2017 recommendations

- Develop new initiatives that demonstrate how OCTC members value and contribute to Ohioans' quality of life. Play up the “three-pronged stool” platform that is the chemical business in Ohio: safety, environmental responsibility and quality. Take this message to the media and general public to reinforce the industry’s image and commitment.
- Build goodwill by developing proactive public and consumer relations efforts that promote positive stories about the impact made by OCTC member companies in our daily lives

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### 2017 recommendations

- Seek to understand perceptions – consider a statewide business and consumer confidence survey to benchmark attitudes about issues that your members are in a position to help solve, and pinpoint opportunities for your members to engage. This will help position OCTC as helping Ohio solve bigger economic/business issues.
- Reach out to select bloggers with stories about the Ohio chemical industry and how our work is positively impacting life in Ohio - including stories about the TIE conference and other significant contributions

What else would you like to see  
OCTC do in 2017?



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