

## Ambassador: Communications Plan September

- Commencing Monday 13<sup>th</sup> September 2021
- Over 300K points of contact
- Communications Focus: Ambassador Product Awareness & Recruitment

Audience Groups	Message	Date
CITB All	Awareness, Promotion & Industry Support	1st – 13 <sup>th</sup> September
STEM Regional Hubs (19)	Awareness, Promotion & General Support	10 <sup>th</sup> – 23 <sup>rd</sup> September
Stakeholder ‘Packs’	Awareness, Promotion & Recruitment	15 <sup>th</sup> September
Industry Wide (70K)	Awareness & Recruitment	16 <sup>th</sup> September
<u>STEM Ambassadors Community</u> (32K)	Recruitment	17 <sup>th</sup> September
Go Construct Newsletter (3K)	Awareness, Promotion & Recruitment	17 <sup>th</sup> September
Press Article (Industry Wide)	Awareness, Promotion & Industry Support	20 <sup>th</sup> – 30 <sup>th</sup> September
Historical Ambassadors (900)	Recruitment	22 <sup>nd</sup> September
Schools Poster Campaign (176K)	Awareness & Promotion	27 <sup>th</sup> – 8 <sup>th</sup> September/Oct
School Careers Leads (5K)	Awareness & Promotion	5 <sup>th</sup> October