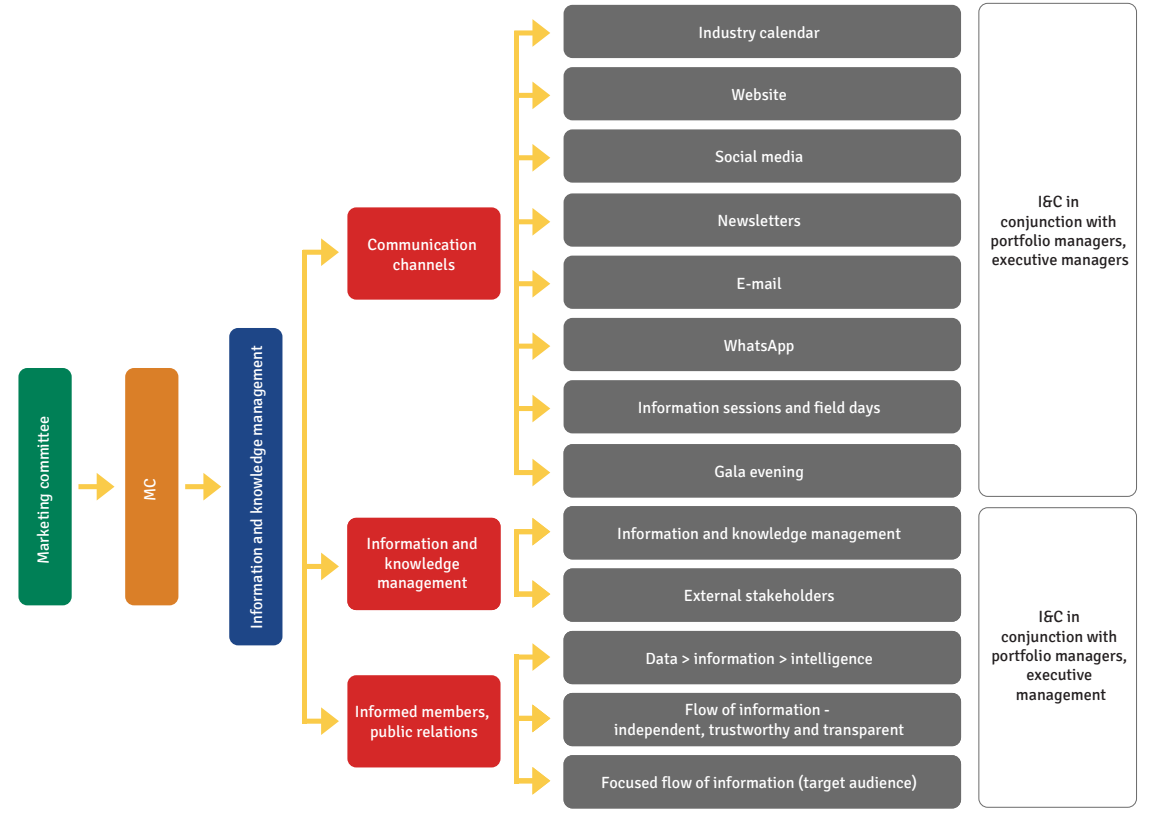
Marketing committee
MC
Information and knowledge management
Communication channels
Information and knowledge management
Informed members, public relations
Industry calendar
Website
Social media
Newsletters
E-mail
WhatsApp
Information sessions and field days
Gala evening
Information and knowledge management
External stakeholders
Data > information > intelligence
Flow of information - independent, trustworthy and transparent
Focused flow of information (target audience)
I&C in conjunction with portfolio managers, executive managers
I&C in conjunction with portfolio managers, executive management
Advisory committee
Portfolio manager
Strategic purpose
Strategic goal
Performance indicator
Resource allocation