



**CHAMBERS
IRELAND**
IN BUSINESS FOR BUSINESS



**Chamber
Week**

Challenges

- Private law network
 - 55 affiliated Chambers in Republic of Ireland
- Economic bust
- Falling membership but great brand
- Boom time strategies no longer worked
 - Bad habits had evolved (members and Chambers)
 - Chambers acted in isolation / independence
 - Little interaction / cross-pollination
 - New approaches had to be found
- Limited resources to “buy” a campaign

Opportunities

- Members seeking more networking
- Very strong presence in local media
 - but impact was haphazard
- Investment in common branding
 - but not being used to common effect
- One in every town in the country
 - How to get some form of concentration effect

Chamber Week

- Basically asked every affiliated Chamber to run an event in a specific week and use the common branding
 - Core brand
 - Specific brand
- Common theme was Chamber Week, not the event



Delivery

- Small, representative committee
- Guidance for Chambers on:
 - Branding
 - Event types
 - Profiling and their “obligations”
- Individual events
 - Some old, some new
 - National launch



Outcomes

- How to measure?
 - Tangible v intangible
 - Willingness of network to repeat and grow
- Coverage in 2012
 - 30 newspapers
 - 2 of 3 main daily papers
 - Large local radio coverage
- Membership
 - After 3 years of membership loss
 - Stabilised in 2012
 - Looking at growth of around 5% in 2013

New in 2013

- Greater focus on media campaign
- Sponsors interested
- Broadened to Northern Ireland
- Twitter/ use of social media to drive campaign
 - Chamber wide training in 2012 on social media
 - #ChamberWeek2013
- Needs to be driven at all levels
 - Locally, regionally and nationally
- Resources still minimal

See what your local Chamber has to offer

The Chamber Network is a dynamic
and progressive business services
and representative group.

We invite you to join us

16th–20th September 2013

as Chambers across Ireland host a
series of events to showcase why you
should join your local Chamber.



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16th–20th September, 2013



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To find out more about events happening near you, visit:

www.chamberweek.ie