



GCLOG 2012 – 2013 Marketing & Communications Plan CLI 6th Academic Workshop





What we did in the past...



GCLOG 2009 – 2010 & 2010 - 2011

- Word of mouth (limited).
- Webinar.

Results = 12 students in each course.

GCLOG 2011 - 2012

- Online communication: banner at AP's (Academic Partners) web sites, CLI web site and Facebook.
- Webinar.
- Some GCLOG presentations in University and Faculty's events.
- Word of mouth (limited).

Results = 16 students, 30 applications.





What we'll do in the future!



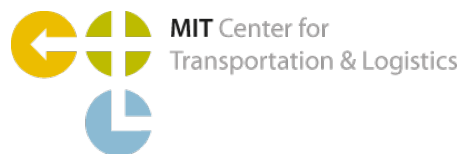
- **More coordinated, effective and committed work:** we need to involve all our academic partners. We need your help and active participation.
 - Involve marketing areas of your Universities and International Relations offices.
- **Better communicate our strengths and values:** we have much to tell and show! 40 GCLOGGERS, multicultural experiences of great value and the best recommendations.
- **Be more visible:** we need to expand our communication and promotional channels.



We have attracted more students but we must to do more!



The actions





Use AP's institutional media



- GCLOG is a program that students should know from the beginning of their masters and postgraduate courses.

It's part of your academic offerings!

Activities
<ul style="list-style-type: none">• GCLOG information included in Master and Postgraduate brochures.
<ul style="list-style-type: none">• Permanent GCLOG Banner at Master and Postgraduate's web sites.
<ul style="list-style-type: none">• GCLOG Poster on the bulletin board of faculties.
<ul style="list-style-type: none">• GCLOG ads in newspapers, newsletters and magazines of the faculties and universities.

All materials would be designed by CLI and sent to the APs. Including printed posters.





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quiénes somos

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MIT Center for
Transportation & Logistics

GC-LOG:
Graduate Certificate in Global
Logistics & Supply Chain Management

Admissions deadline:
April 15, 2011

Issued by the MIT CTL & CLI

[More information](#)



Diplomado en Certificación en Six Sigma Black Belt

Obtén un diferencial conociendo más de este imprescindible sistema de calidad. Inscríbete en el Diplomado en Certificación en Six Sigma.

Líderes Académicos en el semestre 2011

Conoce a los Líderes Académicos Campus este semestre.

GC-LOG

El Tec de Monterrey Campus Toluca certificará en Global Logistics & Management



Curso de Especialização em
**Logística Estratégica e
Sistemas de Transporte**
CELEST

UFMG - Universidade Federal de Minas Gerais



Programas de Posgrado

Centros de Investigación

Cátedras de Investigación

Arte digital y vehículos de bajo consumo

Publicado por: Carlos Zermelo el 13 de April de 2011



Gracias al programa Líderes Académicos se alentará la cercanía de la comunidad de Monterrey con expertos reconocidos en su área de especialidad, contando con importantes personalidades desde el 6 de mayo. Dr. Vicente Colorado

APRESENTAÇÃO ESTRUTURA PESSOAS INSCRIÇÕES PUBLICAÇÕES EVENTOS OPORTUNIDADES ÁREA RESTRITA CONTATOS



Institute of Technology - MIT
(leia mais)

O NUCLETRANS e o Centro Latino-americano de Inovação em Logística - CLI firmam parceria, com a finalidade de oferecer ao Center for Latin American Logistics & Supply Chain Management - MIT (leia mais)

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Management
Issued by the MIT CTL & CLI





Continue CLI marketing activities



- **Will Be a part of the plan, not all!**

Activities
<ul style="list-style-type: none">• Design and update of marketing & communication materials: web site, digital brochure, presentation (ppt), promotional and informational emails, and print posters.
<ul style="list-style-type: none">• GCLOG news and promotion through virtual communities like Facebook and Twitter.
<ul style="list-style-type: none">• GCLOG 2012 – 2013 webinar.
<ul style="list-style-type: none">• Press Release dissemination through AP's communication and marketing areas.





GCLOG presentations in Universities



- **Face to face communication in this process is essential to exchange information and expectations, and share experiences.**

Activities

- GC LOG presentations in University and Faculty's events or class sessions.

A CLI member will travel to Brazil, Mexico, Argentina and Chile to participate in those presentations for the GCLOG target audience.

In Brazil, Mexico, Argentina and Colombia, GCLOGGERS can share their experience at the presentation.

- In other countries, we will ask coordinators' help for these presentations. CLI and GCLOGGERS from other countries will participate virtually.





More ideas?



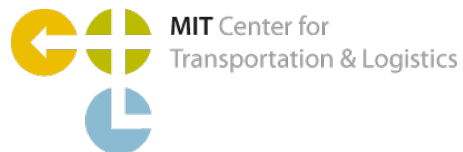
- **Your ideas and contributions are of great value to us!**

Activities





Next steps





First!

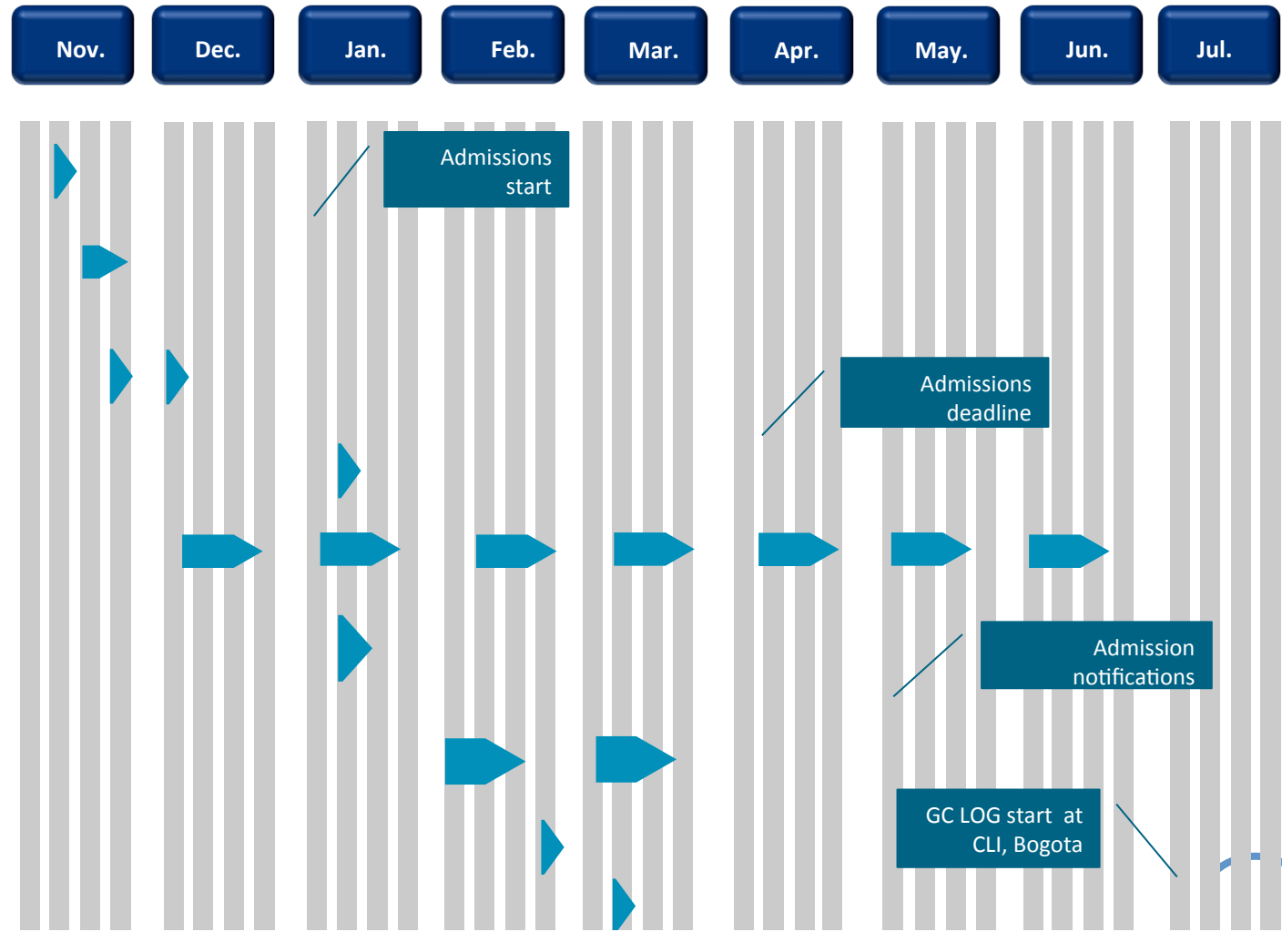


Fill out the GCLOG 2012-2013 Marketing & Communications form to start executing our plan.

Please send it to Ana Maria Prieto (PR) before November 10th.



Schedule





Online application form: available from January 1, 2012



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GC-LOG: Graduate Certificate in Global Logistics & Supply Chain Management

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The goal!



1

- **Involve at least 7 countries in the region.**

2

- **Receive 50 applications.**

3

- **Have a group of 25 participants in GCLOG 2012 - 2013.**





THANK YOU!

<http://www.logyca.org/web/cli/inicio>

