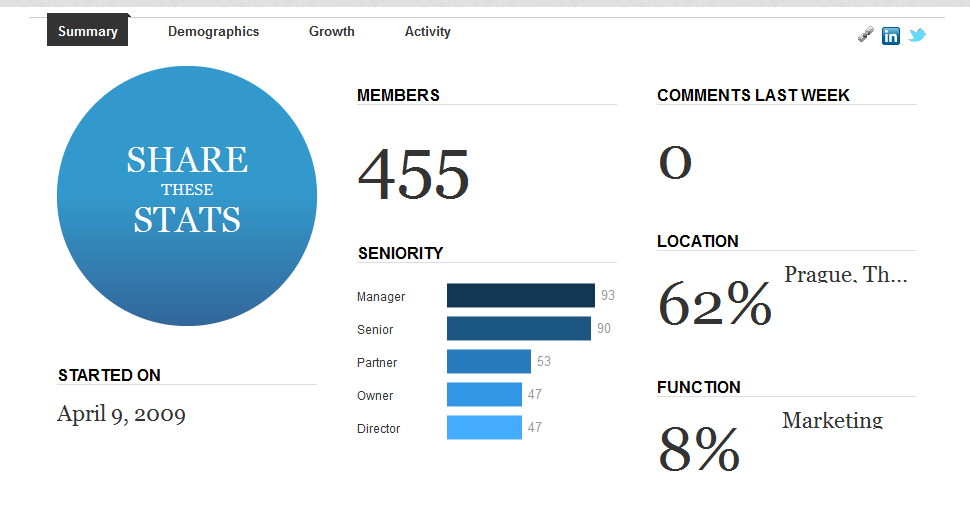
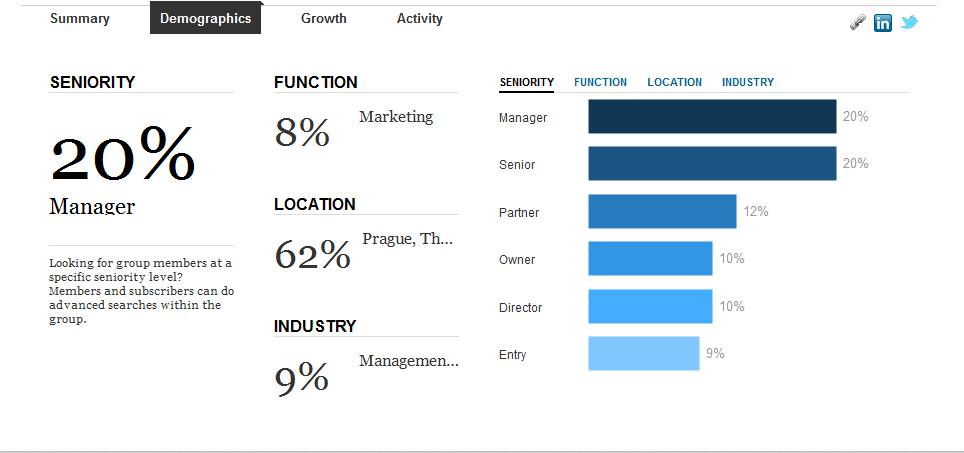
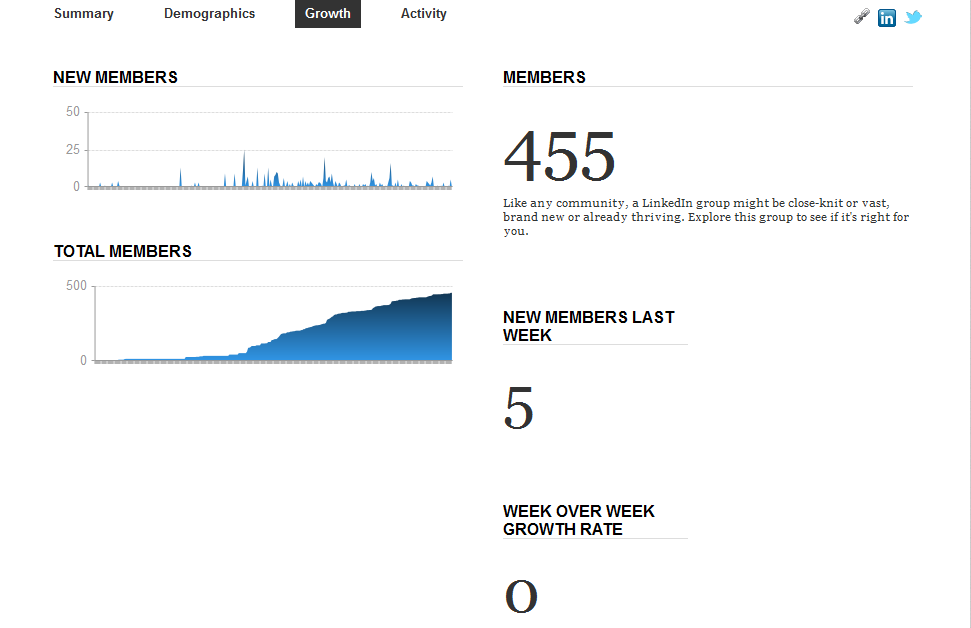
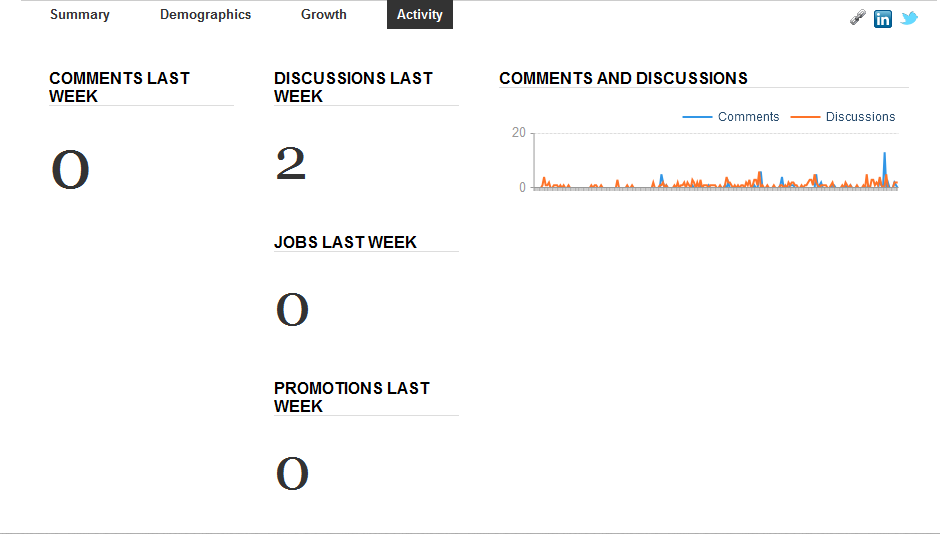
**AmCham: LinkedIn Group Development Strategy**

1. **Current situation:** 
   1. 455 members
   2. 2 Subgroups: IT Committee and Marketing Committee
   3. Statistics:









1. **Vision:** 
   1. **What are we trying to achieve?** How do we want the group to function and look like at the end of 2016?

AmCham: Info sharing on market, management, business opportunities, central hub of business. Online discussion portal for topics being discussed at AmCham. …………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

* 1. **How can we stimulate and engage our members:**
     1. To join the group?
     2. To be active on the group under the form of:
        1. Know-how sharing?
        2. Joining the discussion?
  2. …………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

1. **Group promotion:** 
   1. **How can we promote the group among our members?**
      1. CzechMarketPlace.cz
      2. AmCham.cz
      3. CzechCompete.cz
      4. Newsletters, CMP Newspaper
      5. Print publications: leaflets / periodicals / Best Office
      6. Member engagement: posting info about the group on their own statuses?
   2. …………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………
2. **Steps to be taken / Tasks:** 
   1. Review the Group profile?
   2. Create + post Group functioning rules?
   3. Distinguishing between company page & company group
   4. …………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………