**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. …………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………