



NACM Seminar

10 February 2011

Communication

Gabe Cook



Role of the Committee

- 🍏 Support the NACM Chair, Executive Committee & Advisors
 - 🍏 Key Messages
 - 🍏 Promote the interests of the Cider Industry
 - 🍏 Support the objectives of the NACM



- 🍏 Preparing the NACM position on key issues – Simon Russell
 - 🍏 Responding to challenges
 - 🍏 Media relations and support
 - 🍏 Generating positive media coverage
- 🍏 General communication - website
 - 🍏 Relevant news - Cider Matters
 - 🍏 Useful information – Growers Update
 - 🍏 Library - Members Area



🍏 Run events

- 🍏 NACM seminars

- 🍏 APPCG receptions at Westminster – cider champions!

🍏 Support the objectives of the NACM

- 🍏 Responsible labelling

- 🍏 Bringing cider into disrepute



🍏 Present the NACM in a consistent and professional manner

🍏 NACM website – increasingly the first point of contact

🍏 APPCG receptions

🍏 County shows and other events



http://www.cideruk.com

WORKING FOR UK CIDER MAKERS



Power of Communication

- 🍏 Cider industry-wide reaction to duty increase in Budget March 2010
- 🍏 Corollary industries' support
- 🍏 Public reaction
- 🍏 But pressure only ever increasing



“It’s Good to Talk...”

- 🍏 12 Month Strategic Communications Plan
- 🍏 Tell us your story
- 🍏 Examples of best practice and innovation



Don't be shy!

🍏 News items and press releases to

🍏 Simon Russell via: news@cideruk.com

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🍏 Report media coverage of cider – good or bad