

Alberta Conservation Association 2016/17 Project Summary Report

Project Name: Stakeholder Communications

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on this project:

Charmaine Brunet, Budd Erickson, Colin Eyo, Don Myhre and Kelley Stark

Partnerships: N/A

Key Findings

- Provided creative and professional services to foster positive business relationships with our stakeholders and member groups.

Introduction

To foster positive business relationships and partnerships in conservation sectors, Alberta Conservation Association (ACA) promotes projects and events for our stakeholders and member groups whenever possible. This support might appear as an advertisement in *Conservation Magazine*, a post in social media, or a design for a Conservation Site sign.

Methods

The Information, Education and Communications Program is able to provide creative services related to visual communications and social media, such as design, creative copywriting, digital design, editing, social media and industry-standard print media production.

Results

Requests from stakeholders are carefully considered and whenever possible included in our ongoing work in order to build positive business relationships and further ACA's mission and vision.

Conclusions

Good working relationships with our stakeholders and member groups are fostered through collaboration and co-operation.

Communications

- Print media
- Web media
- Social media