

## **Alberta Conservation Association 2017/18 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 Brunes, Budd Erickson, Colin Eyo, Don Myhre, Kelley Stark, Laura Volkman, and Rhianna Wrubleski

**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 cooperation.

## **Communications**

- Print media
- Web media
- Social media