

MONTHLY REPORT – June & July 2019

Communications department

Date: August 12, 2019

Submitted by: Yvan Ruel

Achievements

Updates almost daily on our Website;
Corrections on our Website;
Adding content on our Website (tenders, news, events etc);
Adding content daily on the Facebook page;
Graphic design for the summer events on Main Street and Canada day;
Creating a photo contest and search for a sponsor for the final prize. The goal is to had new pictures in our bank for future usage.

Work-in-progress

Obtaining general information and analysis of data and the Town's historic of communication for writing the communication plan.

Professional development

Meeting with Caroline Arcand to obtain information for the communication plan;
Multiple meetings with Maxime Myre of HawkMyer for the video campaign;
Multiple meetings with Élise Édimo for the Communauté francophone accueillante project;
Meeting and help organising the Active retirees's Fair promotion plan;
Meeting with Daniel Gascon to plan a recruitment campaign for volunteer firefighters;
Meetings with Marc Deulceux of Éditions Média Plan communication, to publish the upcoming city guide and calendar;
Two half days at Chabo Design for formation on Website;
Training on Telmatik to know how it works and to know all the possibilities.

Upcoming activities and projects

Create an email list for bulk mail;

Establish the use of Telmatik as a communication tool for newsletters;

Writing the communication plan;

Update the business list on the Website;

Long term: redo some of our Website pages so they can be compatible with Joomla 4

Capital projects update

N/A

Monthly statistics

N/A

Submitted by

Yvan Ruel, Communication coordinator

Approved by Daniel Gatién, Chief Administrative Officer