

Member Benefits for Brand Awareness

Scroll through our helpful guide for
a smooth start

Announcing new members

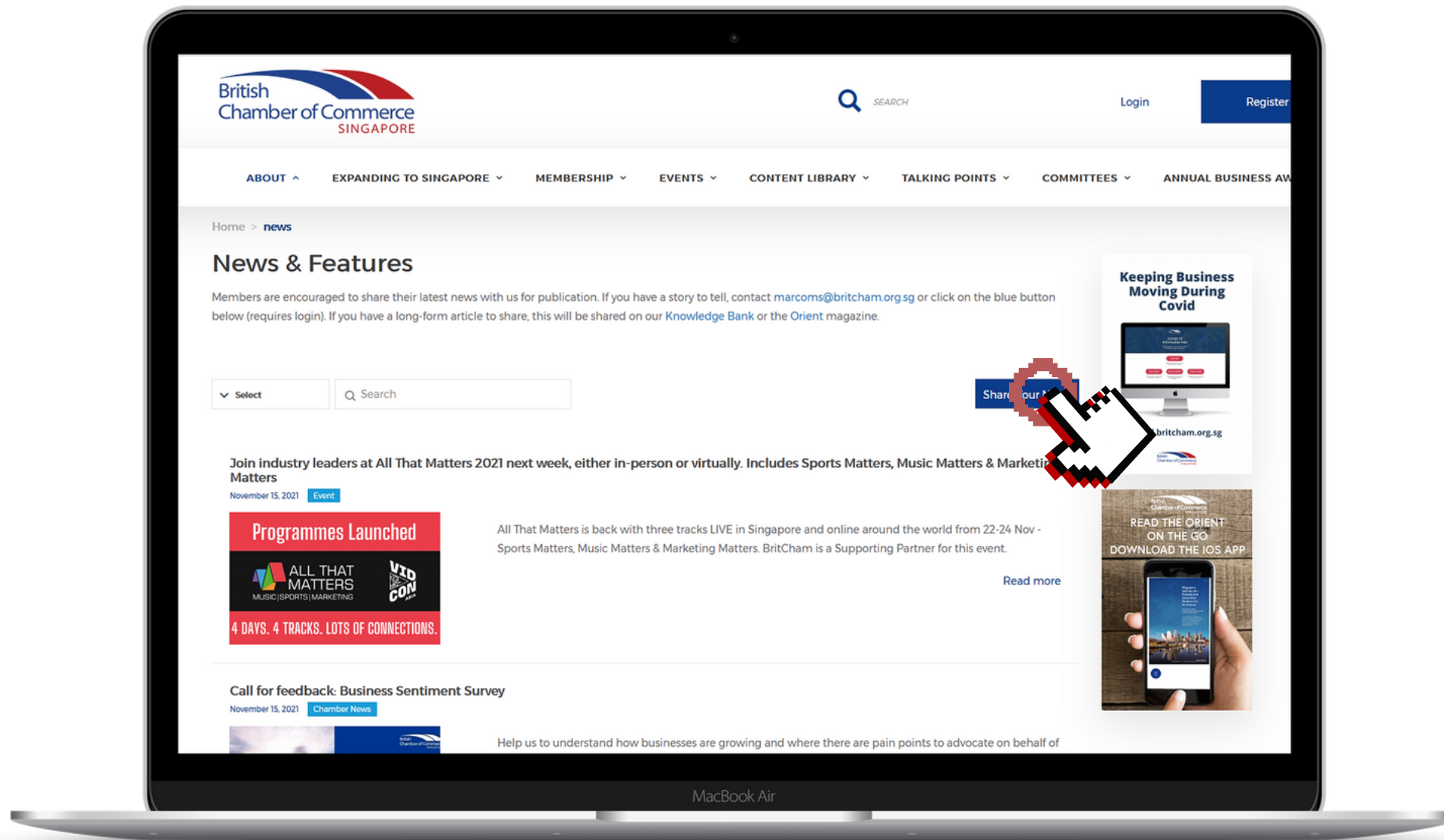


- Welcome to the Chamber network! All new member companies are announced through a combination of a website News post, a monthly new members shoutout on our popular LinkedIn page, and an announcement in an upcoming eNewsletter
- Our membership team will ensure we have everything we need to make the announcements as part of your onboarding

Sharing your company news

- Send your press releases to marcoms@britcham.org.sg OR self-submit by member login at britcham.org.sg/news
- We'll add a News page to our website and mention it in an upcoming eNewsletter
- If appropriate, we may also feature the news on one of our Information Hubs and/or the Orient Magazine

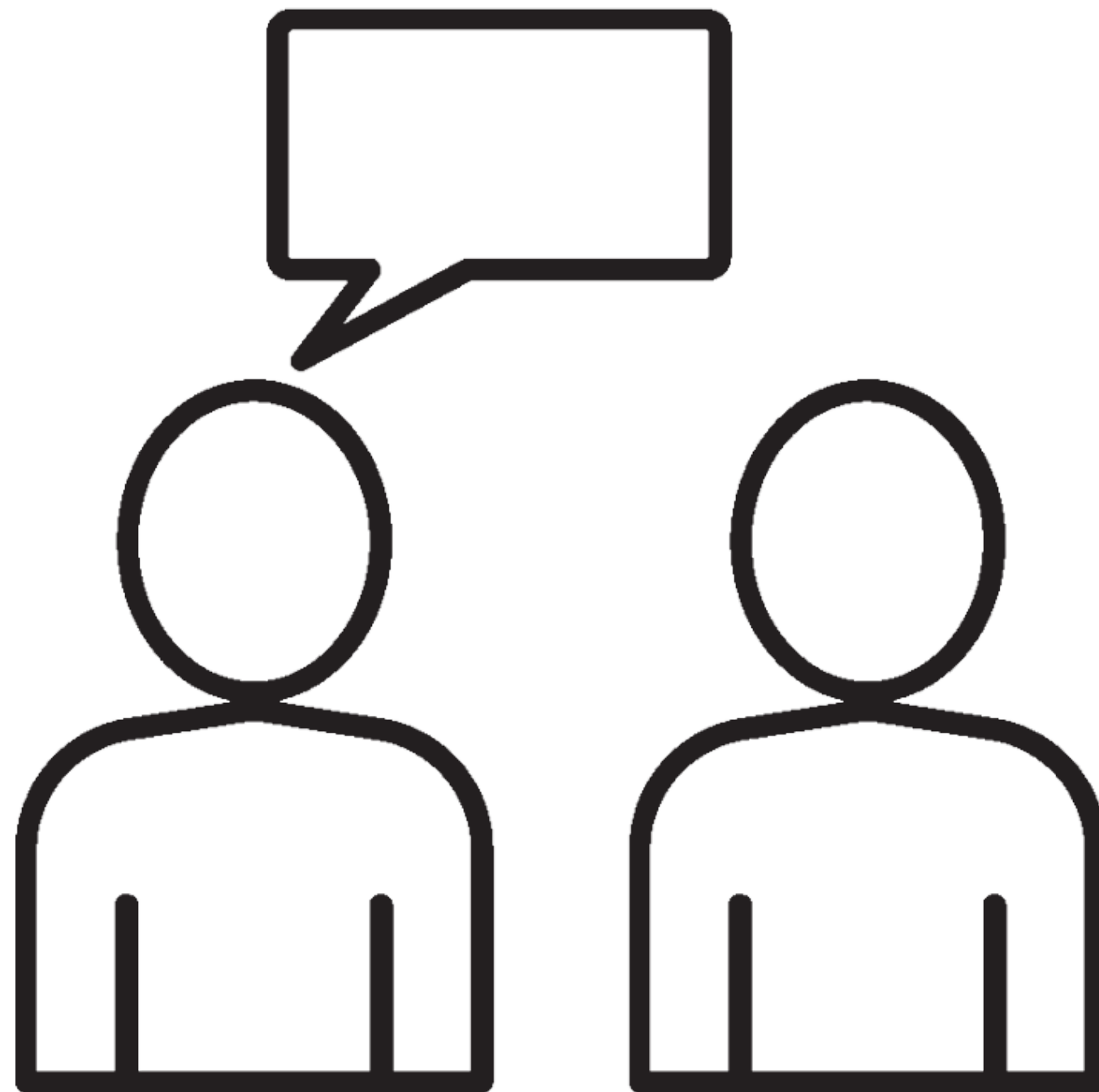
[Click here for an example eNewsletter](#)



Getting involved in our Business Committees



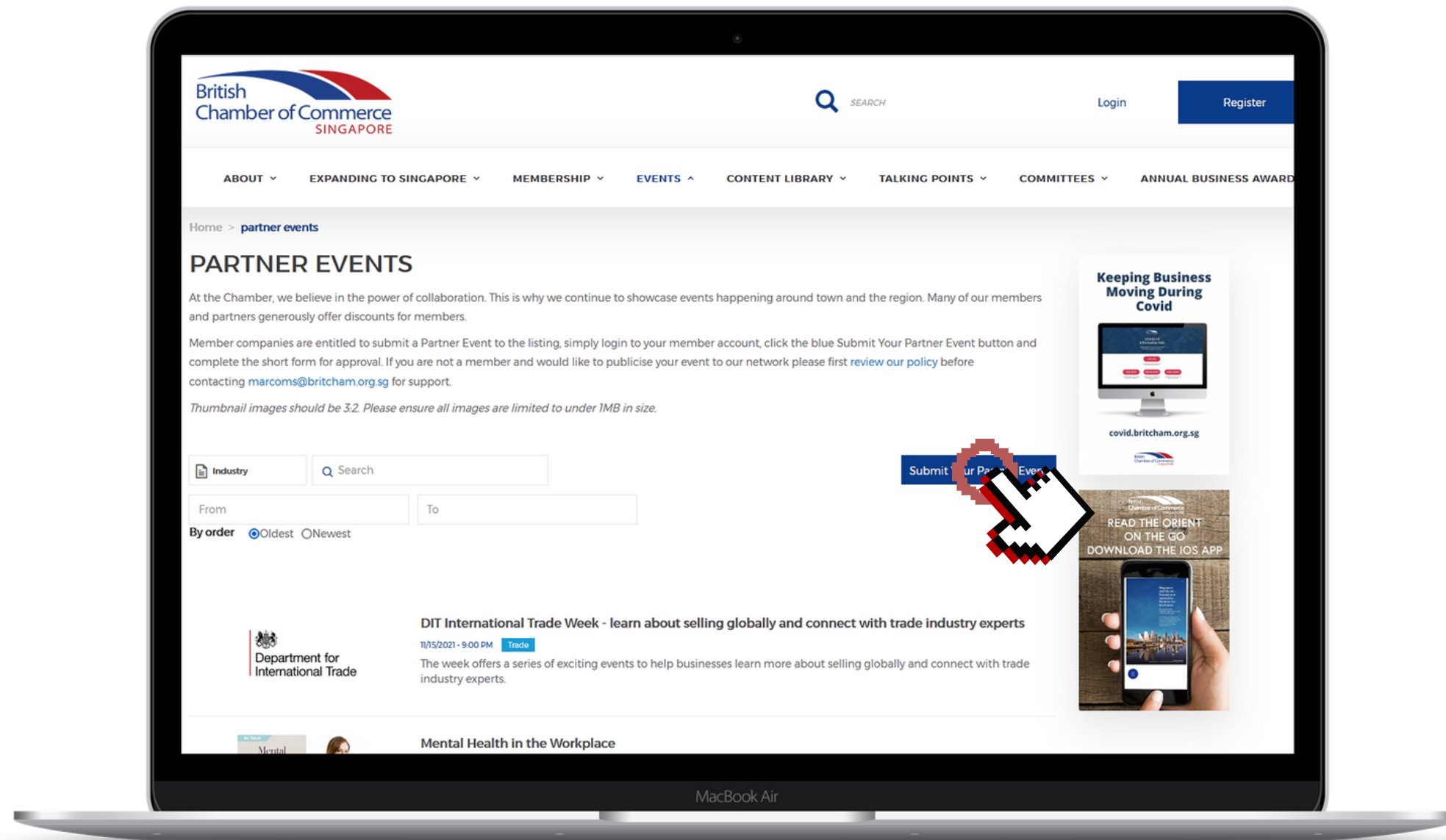
- [Committees](#) provide in-depth industry or topical conversation, insights and networking opportunities. Meetings typically take place monthly with an expectation of valuable contributions by members
- To request to join a Committee contact membership@britcham.org.sg to talk through your interests. Typically only one rep per company is permissible, unless the role is shared or there is a range of knowledge offered. An offer to join will be facilitated by the Chair of the Committee



Speaking at our events

- Get involved in our Business Committees to contribute event ideas and nominate speakers. We will reach out with invitations to speak on subjects for flagship events
- Have a ready-made event with speakers to suggest from your company? Our [BritCham Presents sponsorship](#) option may be for you. Contact events@britcham.org.sg to discuss
- We welcome introductions to contacts in your network who could make great speakers, moderators or interviewees

Inviting your member peers to your events



- Send your event details including an image banner (landscape), copy and booking URL to marcoms@britcham.org.sg OR self-submit by member login at britcham.org.sg/partner-events
- We'll add the listing to our website and mention it in an upcoming eNewsletter
- To allow space for all, we aim to publish only one event per company at a time

[Click here for an example eNewsletter](#)



Download the [Orient Magazine Editorial Calendar 2022](#) and [template for article submissions](#)

Writing for our publications

- We welcome your submissions for our online [Knowledge Bank](#), Information Hubs and the [Orient Magazine](#)
- Make sure you are authorised to submit thought leadership credited to your employer company before you submit. Both the author and the member company will be acknowledged
- Submit your pitch to marcoms@britcham.org.sg for consideration or ask us for a chat to discuss content ideas

What's next for the Future of Work?



futureofwork.britcham.org.sg



Our Content Themes

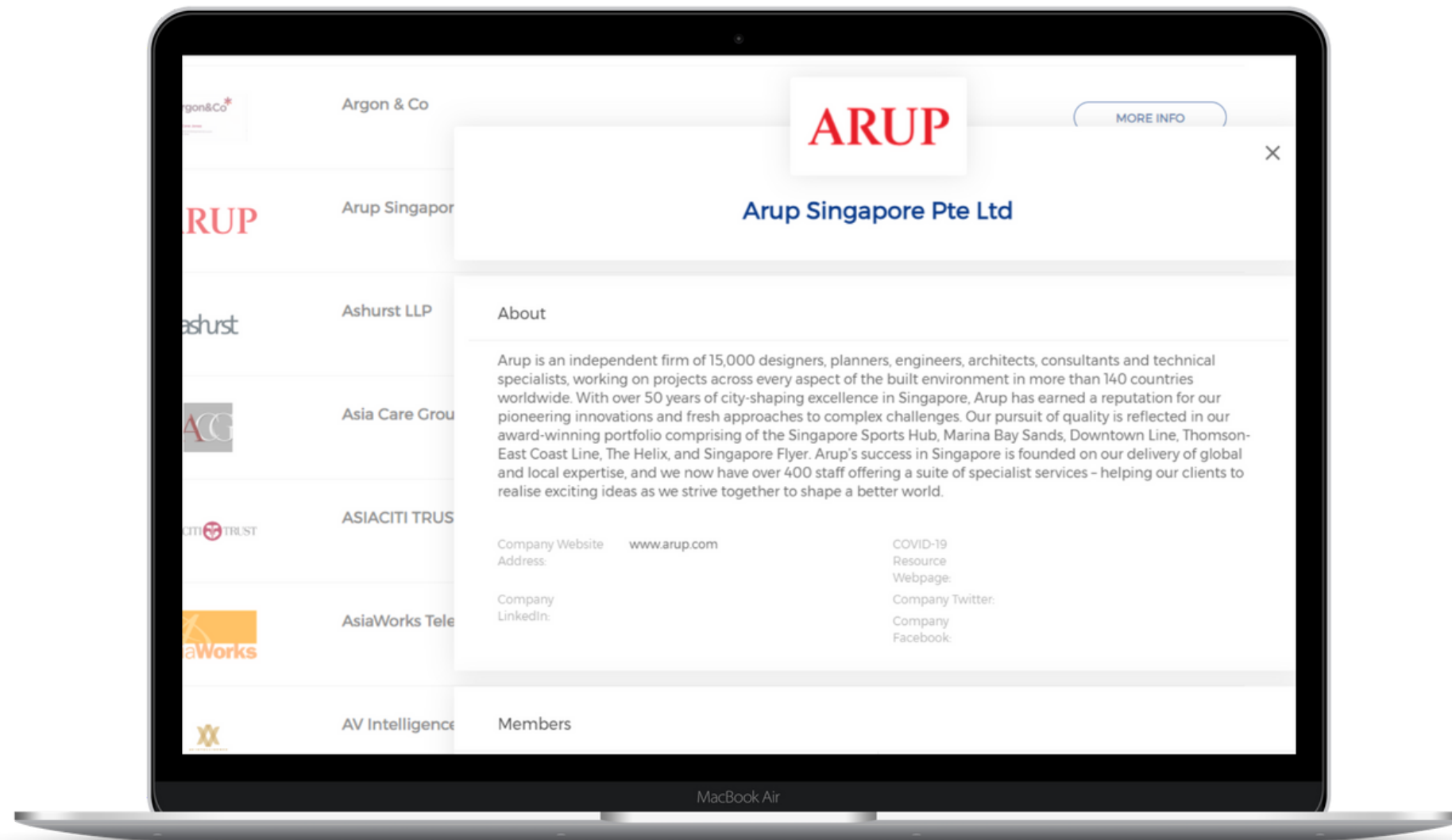
- The [Future of Trade](#) – creating jobs and boosting economic growth
- The [Future of Work](#) – supporting talent and the enhancement of people to support business growth
- [Diversity & Inclusion](#) – ensuring that rich and diverse workforces are working together to support innovation and growth
- [Education & Learning](#) – focusing on future skills that businesses require
- Sustainability via our [Road to Net Zero](#) campaign – creating jobs and wealth in a world that we want to live in in the future



Being a guest on our podcast

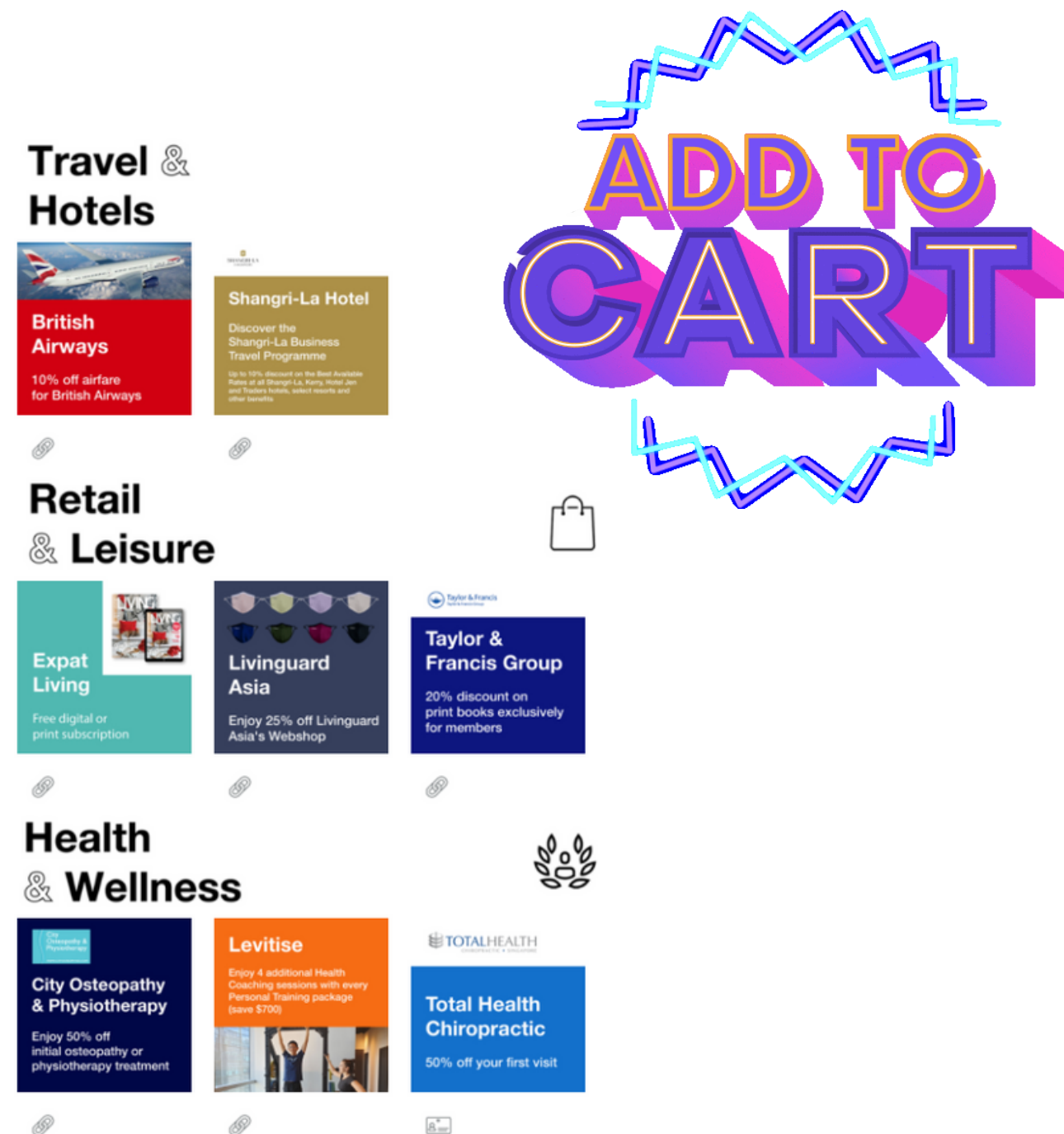
- The [BritCham Singapore podcast](#) has over 100 episodes in the back catalogue and 10,000 plays since our launch in 2020. It's available on all platforms for free
- We welcome guests or suggested content, subject to our content calendar. Contact events@britcham.org.sg to pitch your idea or introduce us to someone you think would be interesting for our audience
- Promotional content may be offered our [BritCham Presents](#) sponsorship option

Using the Membership Directory listings



- All member companies are listed in our online Membership Directory. Contact details for listed member employees are only accessible by login, and cannot be downloaded for mass marketing. You are welcome to search and use the Directory for outreach within the parameters of our Membership [Code of Conduct](#), which all members agree to at signup
- Make sure your branding remains accurate by having your Primary Member login and check the details, or send edits to membership@britcham.org.sg

Offering a product or service discount to members



[Click here to see a reference example of the BritCham Membership Card on the GlueUpp mobile app](#)

- You are welcome to share an exclusive discount for members to enjoy. The most effective are year-round offers
- Redemption is suggested by URL, discount code, showing valid membership on the GlueUpp mobile app, or mention of BritCham during an order. We encourage trackable methods so you can monitor ROI
- Promotion is via our [Member Discount webpage](#), Orient Magazine and monthly listings EDM. New discounts receive a social media shoutout and are flagged in the EDM



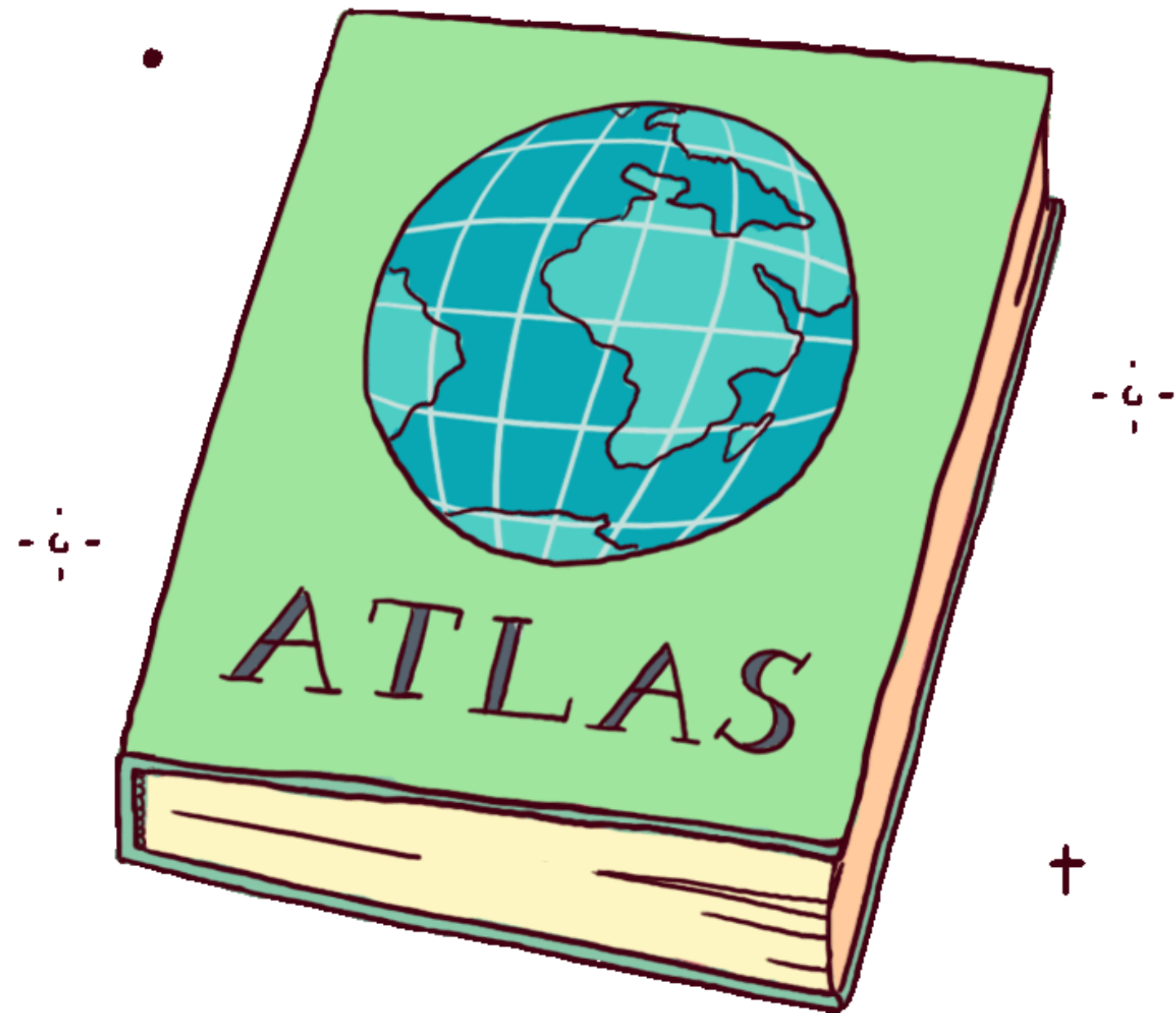
Being shortlisted or winning an Annual Business Award

- Every year we host our [Annual Business Awards](#), which have been running for over 20 years
- Finalists and winners in each category receive plenty of brand coverage through our communication channels, so make sure to enter when you see the callout!
- The Gala Awards Ceremony is often attended by Singapore Government representatives and may receive local press coverage

Media Mentions



- On occasion we may offer the opportunity outside of published thought leadership to include a quote in a Chamber press release or media response. In such cases we will reach out to appropriate member companies directly
- If we are working with your company on a joint project or you are a major sponsor for one of our activities, there may be the opportunity for direct media quotation in our press releases
- Winners of our Annual Business Awards may be offered media opportunities where the Chamber is approached by publishers for interviews



Introducing your brand to the BritCham network in the region and beyond

- Considering expansion or looking to target another market?
- We co-lead the Britain in Southeast Asia (BiSEA) network and are part of the British Chambers of Commerce Global Network. We can connect you to our fellow Chambers on request
- Ask our membership team for an intro at membership@britcham.org.sg

Beyond membership – advertising & sponsorship



- A range of advertising options including email marketing, website banners and Orient Magazine ads is available
- Special publications throughout the year offer promotional brand opportunities, such as the Guide to International Schools and Membership Directory
- Sponsorship is available for events, series, themes and more

Contact

lucy@britcham.org.sg

to discuss your
campaigns

