



NCP

Finance

- What to offer as a counterpart ?
- Sponsoring ?
- Value proposition has to be adapted ?
- Crowdfunding
- Membership fees
- Foundation ?

Strategy

- Current value propositions
 - Paris IC conference
 - Round Tables
 - Government consulting
 - IC audits
 - ACSI
 - Develop a Knowledge Society navigator
 - More large scale consulting in governments & business
- Planned value propositions
 - "Energizing Europe" as a campaign
 - Own website, Facebook page & branding ?
 - 10 thesis
 - More closely define the objectives of this campaign
 - Define how performance in achieving these objectives can be measured
 - Place & Role of HKU ?
- Clarify membership & fees issues
- Refine the business model canvas
 - http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf
- SWOT analysis ?
- Stakeholder mapping ?

Structure

- Split NCP lab (consultancy) from NCP (club) ?
- Need of a permanent (paid) secretary / manager (with strong communication skills)

Communication

- Bring NCP's communication & marketing to the next level
- Develop an inbound marketing strategy
 - Blogging
 - A blogpost per month ? (Should be possible, more frequent would be better)
 - Slideshare
 - Youtube
 - Flickr
 - Pinterest
 - Whitepapers
 - CRM (socialCRM)
 - Newsletters
 - SEO
 - Online ads
 - etc
- Reconsider the logo ?
- Revamp Website

Organization

- Urgent need of an internal collaboration tool
 - NCP winter meetings
 - IC Paris conference meetings