

Business Board Engagement Plan

Purpose and goals

This engagement plan supports the Business Board in acting as visible champions for the Suffolk Economy, and in amplifying the messages that support our wider aims. It provides the structure, tools and touchpoints needed to enable Board members to actively promote Suffolk's strengths and engage their wider networks.

To support the Business Board in this role, we will provide:

- Clear, consistent updates from the Suffolk Economy team
- Tools, templates and content to make amplification easy
- Open channels for feeding in opportunities, content and ideas

Opportunities for the Board to support our communications and marketing goals

Goal	Board Role
Attract investment and skill	<ul style="list-style-type: none">• Advocate for Suffolk as a top location for business growth and investment.• Share and amplify Suffolk Economy messages across LinkedIn and other channels to reach a wider audience.• Contribute to thought leadership content – talking heads, case studies, speaking opportunities.• Connect Suffolk Economy officers with partners and communication opportunities that may support us in reaching a strategic audience.• Direct businesses to relevant sector groups and support services for growth.
Mobilise Advocates Under a Clear Brand Identity	<ul style="list-style-type: none">• Use Suffolk Economy templates/branding and messages when posting about our work, to ensure good alignment.• Encourage teams and networks to share Suffolk Economy resources, promoting recognition of our brand identity.

	<ul style="list-style-type: none"> • Support sector-based events, showcases and content/ Attend key events to foster engagement and collaboration. • Encourage your network to engage with Suffolk Economy interventions and join the Suffolk Ambassadors • Connect potential investors with the Suffolk Economy team to support investment efforts.
Showcase Suffolk's unique strengths	<ul style="list-style-type: none"> • Highlight Suffolk's strengths in innovation and industry at events and in media. • Identify stories and case studies that demonstrate Suffolk's unique strengths and share these with Suffolk Economy officers; connect Suffolk Economy team with partners who may be able to contribute content.

Keeping the board informed and facilitating two-way feedback

Suffolk Economy team will send out a fortnightly email bulletin for all Business Board members with key updates. This will be a short and functional email that is easy for board members to digest, providing a top-level summary of activity and any important calls-to-action for the week ahead.

Once a month we will also share a communications briefing as part of the weekly update. This will include:

- Highlights from the past month's communications work
- Upcoming posts and themes for the coming month
- Key events, topics or campaigns to be aware of in the three months ahead – and a call to action to feed in relevant content

The purpose of these communications will be to provide a very clear overview of current performance and upcoming opportunities. It will give a snapshot of how our communications and marketing is performing against agreed metrics, and information about planned activity that board members can plan to promote or amplify.

The inclusion of a three-month look ahead will also allow board members to feed into the planning process and identify potential content or additional opportunities.

Alongside these regular updates, there will be an open call to action for the board to share information about and relevant upcoming activity. This might include:

- Awards or media coverage
- Relevant conversations being had between board members and local businesses or other key stakeholders
- Upcoming events or speaking engagements
- Business launches, scale-ups or HQ moves
- Partnerships or funding successes
- Local success stories or case studies
- Businesses or individuals to consider for spotlight pieces (and contacts where available)
- Quotes or sector insights to contribute to materials in production

We will diarise individual catch-up between board members and the Communications and Engagement Officer to give board members a regular opportunity to feed in relevant information. We are also developing a process for key account management to ensure that all activity with business contacts is captured and coordinated.

We'll review this approach regularly to ensure that it is functioning as intended, and welcome feedback from Board members as to what would make the updates more useful.

Tools to support communications

Existing SBB Advocacy and Engagement Toolkit - the toolkit outlines goals, actions the board can carry out to support, and key messages. It is currently being refreshed to reflect current work and priorities, and the updated version will be recirculated.

Suffolk Showcase Toolkit – this is being developed as a tool that a range of partners, including Business Board members, can use to celebrate Suffolk's economic strengths, attract inward investment and build local, national and international recognition of the county. It will include fact sheets and video content highlighting key Suffolk strengths and sectors, as well as a range of branded marketing templates. The toolkit will be circulated to all board members once completed.

Best practice guidelines

We have developed the following best practice guidance to support anyone who will be acting as a public-facing advocate of the Suffolk Economy programme, including business board members.

- Share your unique insights and expertise
Resharing Suffolk Economy content on social media or by forwarding our newsletter is the quickest and simplest way to amplify messages. This will have most impact if you are able to ‘repost with comment’ and add a brief comment that offers your personal reflections or insights.
- Tag Suffolk Economy and other relevant partners
When posting relevant content, please tag @SuffolkEconomy and consider tagging other partners such as relevant board members or programmes.
- Use Suffolk Economy branding and messaging consistently
Where possible, use our approved templates, logos, and key messages when sharing Suffolk Economy content or posting about related activities. Consistent branding helps build recognition and trust in Suffolk Economy’s work, reinforcing a strong and unified identity.
- Share opportunities and stories proactively
If you come across interesting stories, case studies, events, or successes that align with Suffolk Economy’s objectives, please share these with us. Your insights help keep our content fresh and relevant and enable us to showcase the breadth and depth of Suffolk’s economic strengths.

Ongoing engagement with key businesses and other stakeholders

Part of the engagement plan will be to develop an approach for ongoing relationship management with businesses and other key stakeholders. This will include:

- Ensuring a system is in place for tracking contact with businesses
- Arranging a calendar of networking events allowing board members to meet with business leaders, ensuring ongoing opportunities for two-way dialogue and giving businesses insight into the work of the board.

Measuring impact

Our monthly update to the board will include an overview of performance in key areas, such as follower growth, press coverage and numbers of people engaged with at events. We will also highlight any outcomes or longer-term impact achieved through this activity, giving the board a clear overview of the impact from engagement and wider comms work.

Appendix 1. Board communications update template

Monthly comms snapshot: August

Social Media

Total followers: 525
Follower growth: +92
Impressions
Engagement rate

Top performing post:
Ports and Logistics spotlight, 10% engagement rate



Media

e.g. Press releases issued/pick-up from local media, trade media

Reach and impact

Local positive stories/businesses highlighted

Why Norfolk and Suffolk must be a national creative cluster



By DAVIDY CRANE, NORWICH THAMES CEO

Events

e.g. number of events:
Number of attendees:
Sponsorship:

Attendance at external events/
Speaking opportunities:

Web

e.g. traffic directed to key web page

Monthly comms plan: September

Date	Content	Platform	Action for the Board
09 September	Talking Heads video	LinkedIn	Share post through personal channels
XX September	Q3 newsletter	Email newsletter and web	Forward/ publicise to network
XX September	AI business spotlight	LinkedIn	Share post through personal channels

3-month look ahead

	SEPTEMBER	OCTOBER	NOVEMBER
Theme/topic	AI	AI/Suffolk Showcase	Invest in Suffolk
Key dates/events		AI Awards	Suffolk Future Skills Fair
Content in development	Talking heads – AI focus AI case study/profile - TBC Q3 newsletter	Suffolk Showcase roadshow and toolkit	Q4 Newsletter – theme around investment opportunities + skill growth
Requests to the Board	Consider AI case studies to put forward and share with team		