

# STAY RELEVANT

## CASE COMPETITION

### COMPANY:

#### NAME AND ADDRESS OF COMPANY

Name:	Aarhus Haandværkerforening, Hack Kampmanns Plads 2, Dokk1, 8000 Aarhus C
Address:	
Web:	<a href="http://www.aarhushf.dk">www.aarhushf.dk</a>

#### CONTACT(S)

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#### DESCRIPTION OF COMPANY

We are an association for small and medium-sized companies with approx. 1,000 members, including master craftsmen, retailers, cafés and restaurants as well as a number of other industries.

The association is primarily politically involved and works to ensure that small and medium-sized companies have good conditions. This involves, for example, participation in various committees, including *Erhvervskontaktudvalget* (business relations committee) and *Arbejdsmarkedspolitisk Forum* (labour market policy forum) within the framework of the City of Aarhus. In addition, we have an ongoing collaboration and dialogue with the mayor, aldermen and government officials of the City of Aarhus.

The association's board consists of eight people – plus an administrative employee who is also responsible for communication and performs all communication tasks, including contributions to newspapers, the newsletter and the member magazine, which is published twice a year.

#### COMMUNICATION CHALLENGE

The primary challenge is that we want to attract more members to the association in order to increase our influence. Therefore, we want to raise awareness of our association among potential members, for example by making our voice heard in the daily press and other media as well as through marketing. In this connection, we are considering changing our name, as we have members within a wide range of professions (in addition to craftsmanship).

Besides this primary challenge, we are also in doubt as to how we should address the green transition, and how we can share knowledge and tools with our members in this connection.

### ***COMMUNICATION TASK***

We need a communication plan that can help raise awareness of Aarhus Haandværkerforening with the aim of attracting more members. An important part of the plan is the choice of channel and media strategy: What means and platforms should we use to be heard and increase our influence?

The plan should take into account the limited resources available.