



AMCHAM MONGOLIA MEMBERS SPOTLIGHT WEEK

GOAL:

Member Spotlight Week is a complimentary service that is designed to further increase and advance the quality of the membership services that AmCham currently offers. Member Spotlight Week will feature each and every member of AmCham with one week dedicated to presenting company profiles and achievements to over 13,000 subscribers of AmCham's social media platforms.

- **Possible Themes for the weekday social media posts**
 - Achievements and awards
 - CSR highlights and notable projects
 - Interesting facts and statistics about the company
 - Key benefits of the main products and services
 - Major contracts and agreements
 - Major interview of the founder/CEO
 - Employee engagement activities such as hiking trip/sporting events
 - Milestone case studies

- **Duration**
 - 5 work days for each member

- **Distributing channels**
 - AmCham Mongolia's social media platform
 - Facebook
 - LinkedIn
 - Twitter

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