

# MARKETING AND COMMUNICATION

Projects / Activities	Targets Set	Actual Performance
<p><b>Management and coordination of the marketing and communication programme, including the following</b></p> <ul style="list-style-type: none"> <li>• Branding of the City</li> <li>• Update and management of the internet website</li> <li>• Coordination of the monthly publication (Dikgang Tsa Mogale)</li> <li>• Marketing of the City</li> <li>• Coordination of the advertising</li> <li>• Events management</li> </ul>	<ul style="list-style-type: none"> <li>• Registration of MCLM logo with Registrar of Trade Marks</li> <li>• Continuous improvement and maintenance of Mogale City's e-communication channel website</li> <li>• Publication of Mogale City's internal newsletters</li> <li>• Establishment of a 24/7 inbound and outbound call centre environment and staffing, training and launching of the call centre agents</li> <li>• Address lack of public participation resources, loud hailing equipment, data projectors, event banners</li> <li>• Solicit sponsorships for city projects.</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor advertising policy draft document has been finalised and awaiting Mayoral Committee approval. Rate card and strategy document have been finalised.</li> <li>• Registration of MCLM logo with Registrar of Trade Marks has been started and is underway</li> <li>• Continuous improvement and maintenance of Mogale City's e-communication channel website</li> <li>• Publication of Mogale City's internal newsletters</li> <li>• 200 jobs were created during F2004/05 and all them helped with public participation and also with the monthly distribution of Dikgang Tsa Mogale</li> </ul>

