



UKWF Comms Update

Regional Meeting - 7 October 2021

# A look back at the last 12 months...



Completed an audit of existing comms and created a comms rhythm for UKWF members  
**Sep 2020**

Launched new Twitter account and became more active across LinkedIn and Twitter  
**Nov 2020**

Kicked off quarterly technical webinars hosted by Ian Turner plus industry guests  
**Jan 2021**



Launched Ian Turner's technical video blog  
**Mar 2021**

Continued to create relevant industry news stories, tapping into days like World Metrology Day  
**May 2021**

Increased the number of followers on LinkedIn by 142% since becoming active on the page back in Sept 2020  
**July 2021**



Started to create new marketing materials and photography for UKWF  
**Sep 2021**

**Oct 2020**  
Launched brand new UKWF newsletter and monthly activity reports



**Dec 2020**  
Stepped up engagement with OPS&S and NMO



**Feb 2021**  
Completed UKWF members survey



**Apr 2021**  
Started new partnership with GAMBICA



**June 2021**  
Launched a new brand and logo for the UKWF with new branded items sent to members



**Aug 2021**  
Through our relationship with the OPS&S we received important post Brexit updates affecting our industry first hand

# What's coming up...



- Build on the communication channels that we have put in place over the last 12 months
- Further engagement with OPS&S to lobby them on decisions around their plans to remove the NMO from the market, and the extension date for the transition of type approvals
- Next Technical Webinar - A guide to additional legislation for Scale Manufacturers - is on 24 November. Visit the UWKF website to book your place
- New photography, marketing materials, and a UWKF video!