

January 07 issue of *We Inform*, the news, views and project updates from Weavers

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Welcome to 2007 and the first issue of *We Inform* for the year!

I trust that you have enjoyed a pleasant break over the Christmas period and, just like us, are ready to make 2007 the best year ever.

As we enter our 20th year in providing visual communication solutions for our clients, we see exciting opportunities, particularly in the area of offering strategic marketing and communications strategies in conjunction with our business partner Rebecca Laskary of Profile Public Relations.

Rebecca has written an article below about improving member communications and is now a regular columnist in BRW magazine about marketing issues.



Improving Member Communications

By Rebecca Laskary – Director, Profile Public Relations

Member communications has always been a pivotal part of the relationship between professional bodies and their members. Striking the right balance with the volume of information sent to members is a challenge for most associations. Certain communications such as notices of AGMs, annual reports, etc are compulsory and must be communicated to members. It's the process of defining the nature of optional communications and identifying the optimal medium of communication that is often challenging for associations.

Particularly when dealing with a sizeable or diverse membership, meeting the needs of the members is not an easy task. Different segments of the membership might want a variety of information delivered through different mediums.

[\(Read more\)](#)



Rebecca Laskary

Newsletter Make-Over

Recently Weavers provided a design "make-over" for the

newsletter of the Australian Society of Anaesthetists.

Publications Manager Clarissa Fletcher oversees the internal production of the artwork for this 56 page newsletter, and while cost-efficiencies are being achieved this way, Clarissa recognised the need for specialist designers to establish a style and look for the publication.

Weavers developed the design and presented a range of mock-ups for the cover and editorial pages to demonstrate what could be done visually. Once finalised, we provided detailed Indesign templates for ASA staff to work from in the production of artwork.

We have enabled this member-based organisation to combine the cost efficiencies of internal production with creativity of design through access to a professional design consultancy.



Newsletter cover after redesign by Weavers (top) and before redesign (bottom)

Once again, best wishes for the new year and I hope it is as successful and enjoyable for you as I believe it will be for the team at Weavers.

Until next time..

John Weaver

Thanks for reading our newsletter. [This newsletter is also available online](#) for those who cannot view rich HTML email content.

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