

The message - not just a critical one - for 2023

The New Year 2023 has already reached a certain age. About the same as if it were 10 years in a human life. Time to think about the next 45 weeks and what we can build on.

2022 was a wake-up call with the beginning of the aggression in the not so distant East of Europe, which was completely unexpected for many. Concepts like prevention, being prepared for the extraordinary, reaching people even in communication crises, having a second infrastructure ready and not always just dreaming that everything will be broadband and good ...

Sometimes you can "talk your head off" and no one listens. Other times, the reality shock is more than startling.

Ensuring critical messaging even in problematic environments is the concern of all our members. And all our colleagues and friends who should perhaps also consider becoming a member of the Critical Messaging Association.

We plan three headings over three parts of 2023:

1. Our Mission. What are we good for?
2. Our technology and the technologies that complement us.
3. Shouting the message out: It's not broadband Netflix that helps in a crisis, it's calling in the right experts quickly and safely in groups.

What are we planning specifically:

A) Highlight, publicise, make contagious the activities of our members on the issues.

B) To carry the news as an association. In our accounts, in social media, in the press, wherever possible.

C) In our conferences and meetings

C 1) #CMASpring23 - 20 April 2023. 15.00 CET.

Among other things: "What does a control centre actually need to reach the right people quickly?"

C 2) #CMASummer23 - 15 June 2023. 15.00 CET.

Among other things: What are the similarities, differences of the offers. Where are synergies. Where are promising safe offers going?

C 3) The CMA conference at the end of September 2023. In a predestined place in Europe.

Among other things: How do we get our message across efficiently? What if ... we combined all our offers? Using the examples of our neighbours to bring our own product closer to our own prospects ...

Some of the Association's board members suggest that instead of 2022, the digital conferences should be more dialogue-oriented and even shorter. Others emphasise that we need content to be seen on the web and in the market - also with good (external) presentations.

We will try to take both into account - with the support of our members and friends.

Here's to a great 2023.

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