



**SHOWCASING YOUR  
BRAND AS A MEMBER  
COMPANY**

# WHAT'S INCLUDED WITHIN OUR MEMBERSHIP?



*As a member company of the British Chamber of Commerce your marketing team can use our platforms to showcase your news and events to our network.*

*The following pages highlight the different platforms available, and how to use them.*

*1. Sharing your news*

*2. Sharing your events*

*3. Publishing thought leadership - Knowledge Bank*

*4. Publishing thought leadership or requesting a profile interview - Orient Magazine*

*5. Appearing on the BritCham Singapore Podcast*

*6. Offering a discount on your product or services to our network*

*7. Updating your company profile in the Membership Directory*

# SHARING YOUR NEWS

*You can send your press releases at any time to [marcoms@britcham.org.sg](mailto:marcoms@britcham.org.sg) or to one of the staff directly. You can also login to the website and self-submit news to the News page link below.*

## ***Where does your story display?***

- We will publish the news to our dedicated webpage - [www.britcham.org.sg/news](http://www.britcham.org.sg/news).*
- Your story may feature in our weekly eNewsletter, one of our Information Hubs if relevant, and/or our LinkedIn company page.*

## ***Keep in mind:***

- While you can share as many news stories as you choose with us, we retain editorial discretion on those we choose to highlight.*
- The eNewsletter goes out on Tuesdays, so please send stories by the Friday prior.*
- Images, online video links and links to reports are all welcomed to be included in the copy.*

# SHARING YOUR EVENTS

*We know you are keen to invite our members to your events, so we maintain a secondary events calendar, called our Partner Events list. You can send your event info at any time to [marcoms@britcham.org.sg](mailto:marcoms@britcham.org.sg) or to one of the staff directly. You can also login to the website and self-submit Partner Events to the website link below.*

## ***Where does your event display?***

- We will publish your event on the Partner Events listing at [www.britcham.org.sg/partner-events](http://www.britcham.org.sg/partner-events).*
- We also share the title, date and link (text only) for Partner Events on our weekly eNewsletter.*

## ***Keep in mind:***

- Max. one event per company listed at a time.*
- The eNewsletter goes out on Tuesdays, so please send info by the Friday prior.*
- We can normally the extract info needed from a link to an event page.*

# PUBLISHING THOUGHT LEADERSHIP IN THE KNOWLEDGE BANK

*We encourage the sharing of thought leadership articles on any relevant industry, UK, Singapore or ASEAN topic for our online Knowledge Bank. You can send this content at any time to [marcoms@britcham.org.sg](mailto:marcoms@britcham.org.sg), or to one of the staff directly.*

## ***Where does your article display?***

- We will publish your content at [www.britcham.org.sg/knowledge-bank](http://www.britcham.org.sg/knowledge-bank).*
- We also share Knowledge Bank articles in our weekly eNewsletter and may share on our LinkedIn company page.*

## ***Keep in mind:***

- While you can share as many articles as you choose with us, we retain editorial discretion on those we choose to highlight.*
- The eNewsletter goes out on Tuesdays, so please send articles by the Friday prior.*
- Images, online video links and links to reports are all welcomed to be included in the copy.*

# PUBLISHING THOUGHT LEADERSHIP IN THE ORIENT MAGAZINE

*Our bi-monthly Orient Magazine features articles and interviews from our member companies and our partners. Pitch your articles to [lucy@britcham.org.sg](mailto:lucy@britcham.org.sg) and Lucy will review the topic, providing a template and the timeline for publication. Occasionally we will also reach out for content for a future edition.*

## **Where does your article display?**

- *The digital Orient Magazine is available at <https://orient-magazine.com>. The latest edition is also emailed to our mailing list.*
- *Articles and interviews may be chosen for a feature on our LinkedIn company page.*

## **Keep in mind:**

- *Interviews are limited to C-Suite reps and/or business leaders, subject to availability.*
- *Topics are open for pitching unless an edition has a specific theme in place.*
- *No publication in successive editions.*
- *Space should not be requested unless you are confident the deadline can be met.*

# APPEARING ON THE BRITCHAM SINGAPORE PODCAST

*Our podcast features one-to-one interviews with our Executive Director, and is also a platform for our committees to host conversations with experts in their network on any relevant topic.*

## ***How can you be featured?***

- *Pitch your suggested topic and guests to [ashni@britcham.org.sg](mailto:ashni@britcham.org.sg) for review.*
- *Remember to connect us with people in your network who may make interesting guests, particularly in the areas of Singapore or UK attractions, significant business leaders, Government, arts, culture and sport.*

## ***Keep in mind:***

- *For company-led episodes there should be at least two companies represented for balance.*
- *We can record in our office, via Zoom, or you can provide a recording with our guidance.*
- *Editorial control and the publishing timeline is at our discretion.*
- *You must advise during planning if audio approval is required.*



# OFFERING A PRODUCT DISCOUNT

*Members are encouraged to offer a unique discount to the network. You can share year-round offers and seasonal offers. Simply share your offer details and redemption instructions with the membership team or to [marcoms@britcham.org.sg](mailto:marcoms@britcham.org.sg).*

## ***How do we promote your offer?***

- We will publish your offer on our dedicated Member Discounts list at [www.britcham.org.sg/member-discounts](http://www.britcham.org.sg/member-discounts).*
- We feature all discounts in a dedicated monthly eNewsletter, highlight them to new members, and may periodically share offers on relevant social media channels.*

## ***Keep in mind:***

- If required, a membership card can be shown in person via the MyGlue app. We can add reminder instructions to the discount listing.*
- A redemption link can be made visible only when members login, or visible to all.*
- We encourage you to track take-up of an offer through UTM links or unique discount codes.*

# UPDATING THE MEMBERSHIP DIRECTORY

*Member companies can self-update visible information in our online membership directory or send updates to [membership@britcham.org.sg](mailto:membership@britcham.org.sg). The directory is available at [www.britcham.org.sg/membership-directory/corporate](http://www.britcham.org.sg/membership-directory/corporate).*

## ***Keep in mind:***

- Only the primary member in our system can access the edit options when they login.*
- Maintaining an accurate company bio, logo, URL and any contact information is important for maximising the value from your membership. Don't forget to update us when things change!*

# WHAT'S NOT INCLUDED?



*The Chamber does not offer a platform within membership dues for mass-emailing to members, nor do we condone this approach via the use of our Membership Directory, as outlined in the Member Code of Conduct you have agreed to. Member companies receive discounted advertising rates, which includes the opportunity to send a promotional email to those who have opted-in to receive communications. This ensures we remain fair and compliant in our handling of members' data and marketing preferences.*

*It is a common request from companies to host an event for our network showcasing their services or expertise. To meet this objective we offer our **BritCham Presents** platform, an event management service with various formats available. We encourage all events to avoid single-company bias by engaging speakers from multiple companies. For details contact [ashni@britcham.org.sg](mailto:ashni@britcham.org.sg). Brand sponsorship opportunities are also available for our events.*

*Speaking opportunities are available without additional cost through participation in our Business Committees, or by invitation from the Chamber team where we judge value can be added to the audience.*