

MEMBERSHIP MARKETING & PR COMMITTEE

REPORT TO THE BOARD - JUNE 2022

MEETINGS HELD

Date	Attendees
Informally	Drini Kakuchi, Keiko Packard, Mary Corbett, Ross Rowbury

REQUESTS FOR BOARD

It is our understanding that the new category of corporate membership has been reviewed by the Board and is pending a vote of approval at the GMM. The proposed new category for corporates that are not already associate members is detailed below.

- 2 Membership Campaign – Initiation Fee for ONE person waived
Monthly Fee @ **17,500** per person
- 4 Membership Campaign – Initiation Fee for TWO people waived
Monthly Fee @ **17,500** per person
- 6 Membership Campaign – Initiation Fee for THREE people waived
Monthly Fee @ **15,000** per person

KEY DISCUSSION ITEMS

- Corporate membership – When the new membership program has been approved by the GMM the Club should seek to first market to companies in the same building. The next step would be to market to companies located in Mitsubishi Estate properties in Marunouchi. President Kakuchi has already confirmed Mitsubishi Estate's acquiescence.
 - Letter and meet up with tenants in same building
 - Letter to Mitsubishi tenants in Marunouchi area
 - Announcement on Marunouchi.com if possible
- Experience the Club event – when the corporate membership has been approved, we suggest a series of small events for prospective members to visit, tour and experience the Club.
- President Kakuchi and Ross Rowbury met with the leadership of Keizai Koho Center to inquire if we could leverage their membership. While KKC was very interested in gaining foreign press coverage for their members and participation in their events, their appetite for a joint marketing initiative was very limited.

- Packard san reported that the next “behind the story” event will likely be scheduled at an opportune time given retreating concerns over Covid and the war in Ukraine.
- Mary Corbett continues to actively approach the HR and General Affairs departments of the key foreign media to encourage them to reinstate or introduce subsidies for FCCJ membership.
- The Committee discussed the Flacks and Hacks event, noting that it was always a highlight of the Club’s event calendar. The Committee would encourage the Board and other committees to consider reinstating this event.