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American Chamber of Commerce of The Bahamas

2025 Calendar Year Objectives, Strategy, and Projects

Objective for 2025

The primary objective of the American Chamber of Commerce of The Bahamas for the year 2025 is to establish the AmCham as an effective and valued network to promote the interests of the business community and foster collaboration and cooperation among the members to enhance economic growth and business opportunities within the region. This will be achieved by promoting trade and investment, advocating for favorable business policies, and providing valuable resources and networking opportunities to AmCham members.

Strategy for 2025

1. Communications

The AmCham will focus on developing an effective communications and outreach strategy. The intent is to take advantage of social media and digital platforms to improve the AmCham's community outreach, streamline communications between the AmCham and the members, build the brand, and recruit members and sponsors. Transparency builds trust and confidence with the membership base and business community.

2. Advocacy and Policy Development

The AmCham will reach-out and engage in active dialogue with government officials, industry and trade groups, and other stakeholders to advocate for policies that support a favorable business environment. This includes lobbying for regulatory reforms, tax incentives, and infrastructure improvements.

3. Member Services

To provide greater value to its members, the AmCham intends to introduce new services such as business advisory programs, training workshops, and exclusive networking events. These services are designed to help businesses navigate challenges and seize opportunities in their market.

- Director and Officer Insurance: Investigate and recommend liability insurance coverage for Directors and Officers of the AmCham.

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Projects for 2025

1. Committees and Working Groups

The AmCham will establish committees to develop, manage and oversee elements of the 2025 strategy:

- Communications Committee
- Advocacy and Policy Development Committee
- Member Services Committee
- Events and Networking Committee

2. Communications Strategy

The Communications Committee will develop and implement a robust and comprehensive communications strategy. The strategy should identify measurable goals, plans to achieve the goals, a proposed budget, and implementation timeline.

- **Digital Transformation Project:** The Committee will undertake a Digital Transformation Project to enhance its online presence and service delivery. This project will include the development of a new website, the implementation of digital tools for member engagement, and the creation of an online resource center.

3. Policy Advocacy Initiative

The Advocacy and Policy Development Committee will spearhead a Policy Advocacy Initiative to identify and engage with key public sector partners and stakeholders, address key issues through consultations, and develop ongoing policy recommendations supported by the business community.

4. Networking and Knowledge-Sharing Events

The Events and Networking Committee will develop a series of networking and knowledge-sharing events throughout the year. These events may include business luncheons, seminars, and roundtable discussions. The events will provide members with opportunities to connect, share insights, and learn from industry experts.

5. Member Services Strategy

The Member Services strategy is designed to enhance the overall experience and engagement of our members. By implementing a range of programs and services, the strategy will create a supportive and dynamic environment that fosters growth, collaboration, and satisfaction.

The primary goals of the Member Services Strategy are as follows:

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- Enhance Member Engagement: Develop initiatives that actively engage our members and encourage participation in organizational activities.
- Improve Member Satisfaction: Implement services and support systems that address the needs and preferences of our members, leading to higher satisfaction levels.
- Provide Valuable Resources: Create and maintain a comprehensive resource center that offers valuable information, tools, and support for our members.