Which is the most exciting sport at the Olympics?

What are your key advocacy tools?

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What comes to mind when you hear the word advocacy?

Pains?

Senior Management wanting deliverables(?)

Terrible company reputation with communities and external stakeholders

IPR!

understanding the infrastructure/architecture the company is responsible for maintaining

Supporting corporate responsibility efforts

Legal challenges

passengers frustrated with transport delays

Reputation

Hoop jumping and processes

Pains?

Protecting trademark disputes

Competition

LEGAL DISPUTES

Legal requirements

stay relevant

Trusting the business

Corporate identity

Continuity through name changes, re-orgs etc

Digitise everything

Pains?

Accountability

Corporate identity

Gains?

Corporate goodwill

Institutional knowledge sharing

Corporate heritage

Improved reputation - caring for their history & heritage

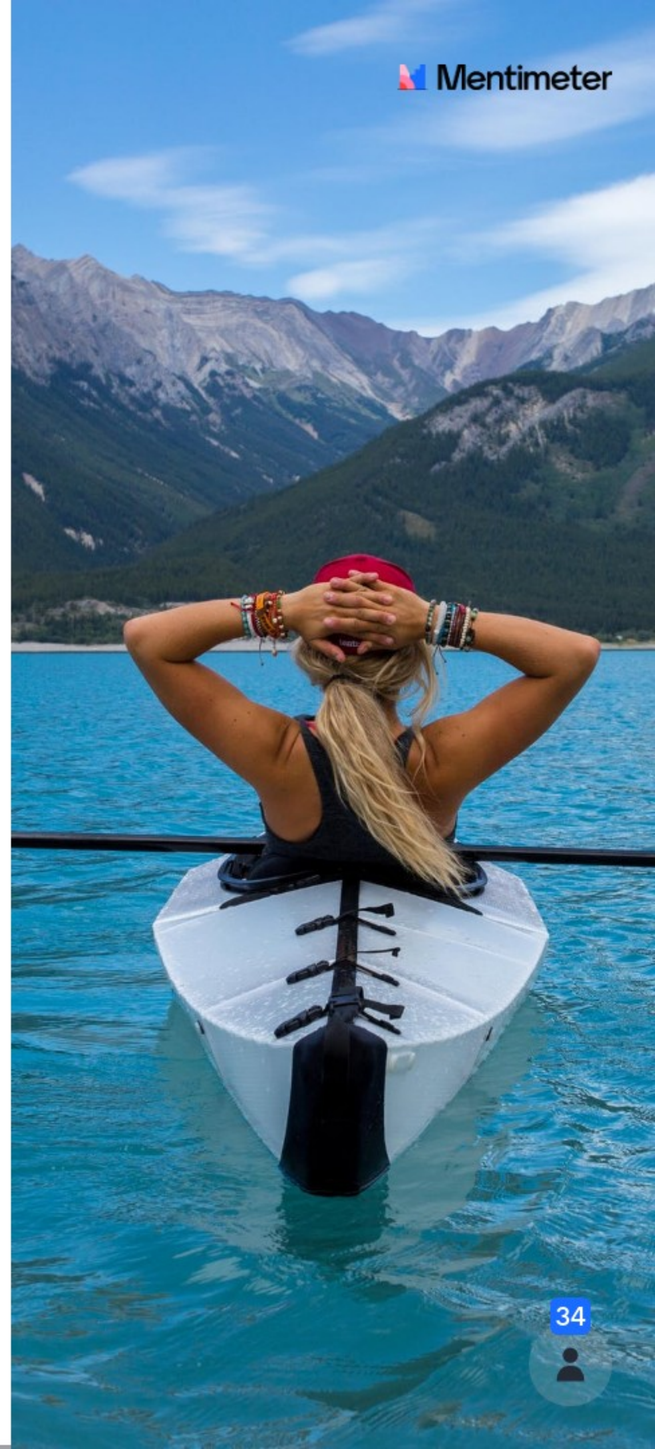
Marketing inspiration

Commerical opportunities

Staff sense of belonging

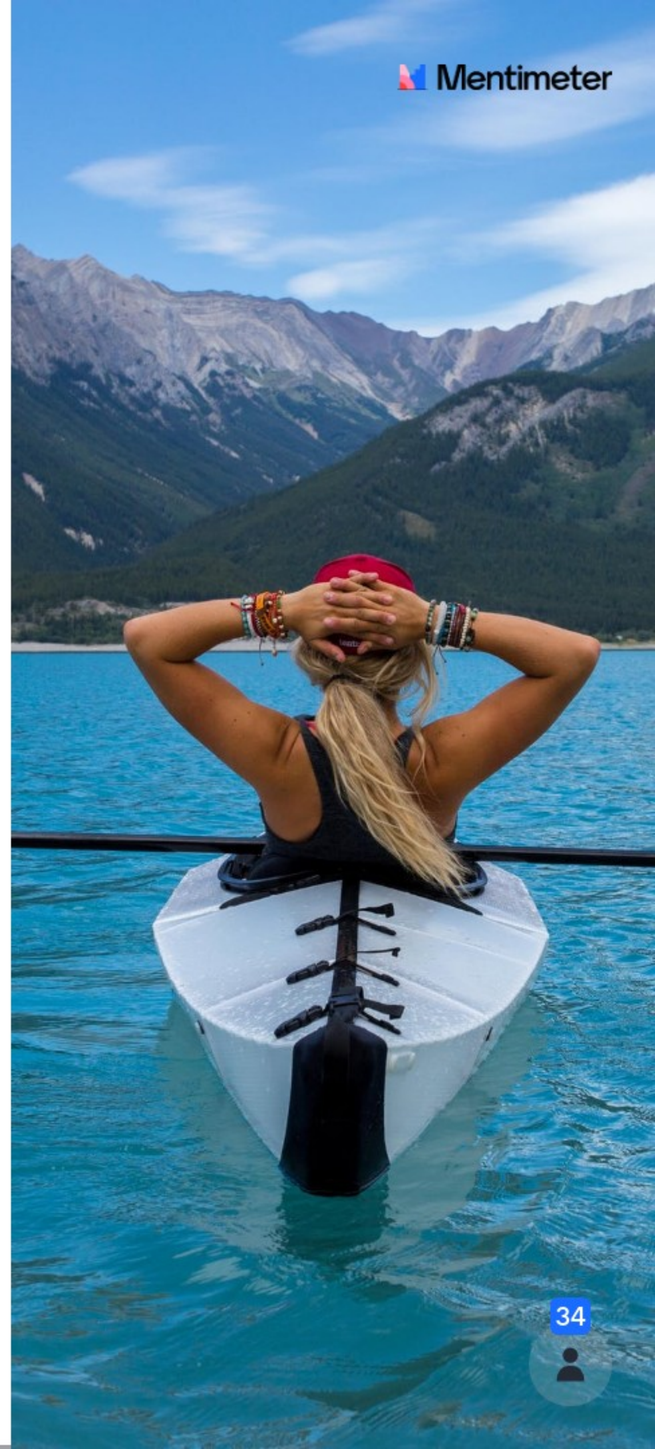
Engagement with local community

Demonstrating value of business to local communities - in the past and today



Gains?

- Employee engagement
- Corporate identity
- Training for new staff, company identity
- full preparedness for what works might uncover
- Museum/Visitor attraction
- Corporate culture development
- Knowledge of our story
- learn from past mistakes
- Telling the story of a 200+ year company



Gains?

Acknowledge past practices and how the business has changed and is working to address them

public understanding

internal pride in organisation

engagement of children in STEM

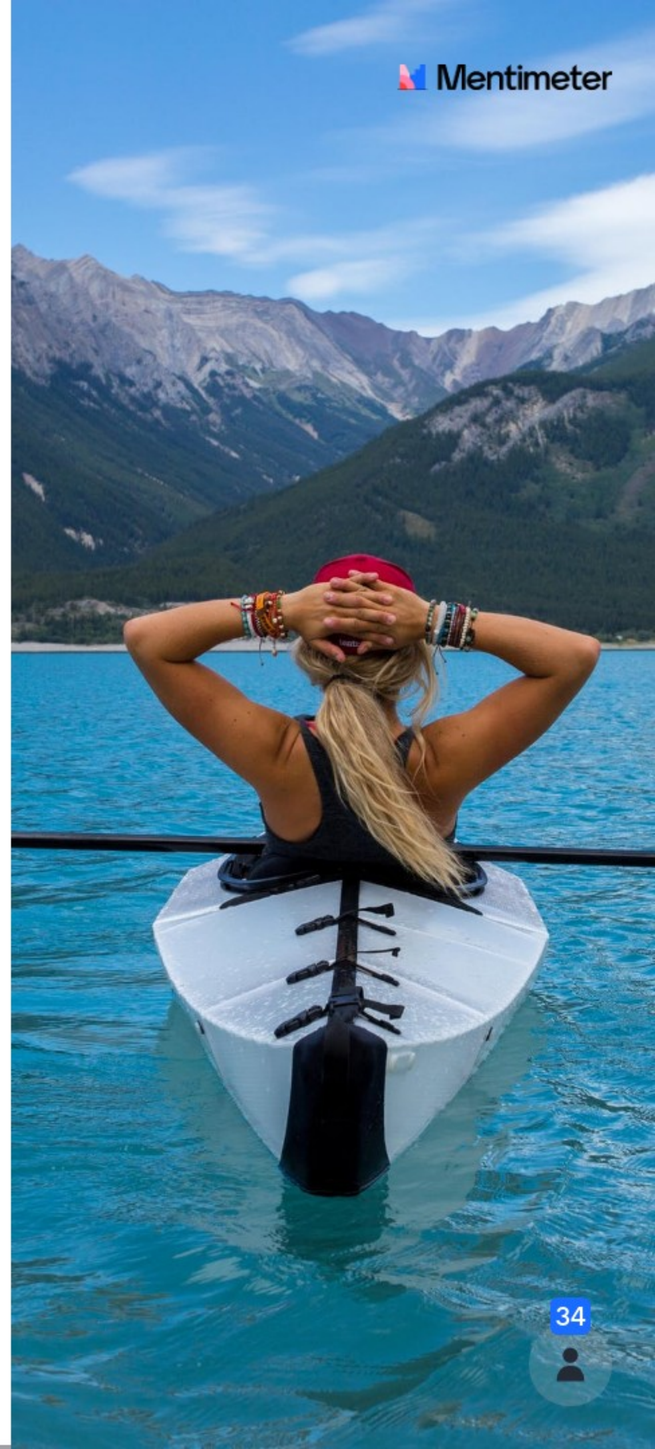
Company values

Connection with the local community

reinforcing company lineage

Inclusivity - reaching more diverse audiences

Pride in a company's story



Gains?

Inspire new products

Supporting media stories

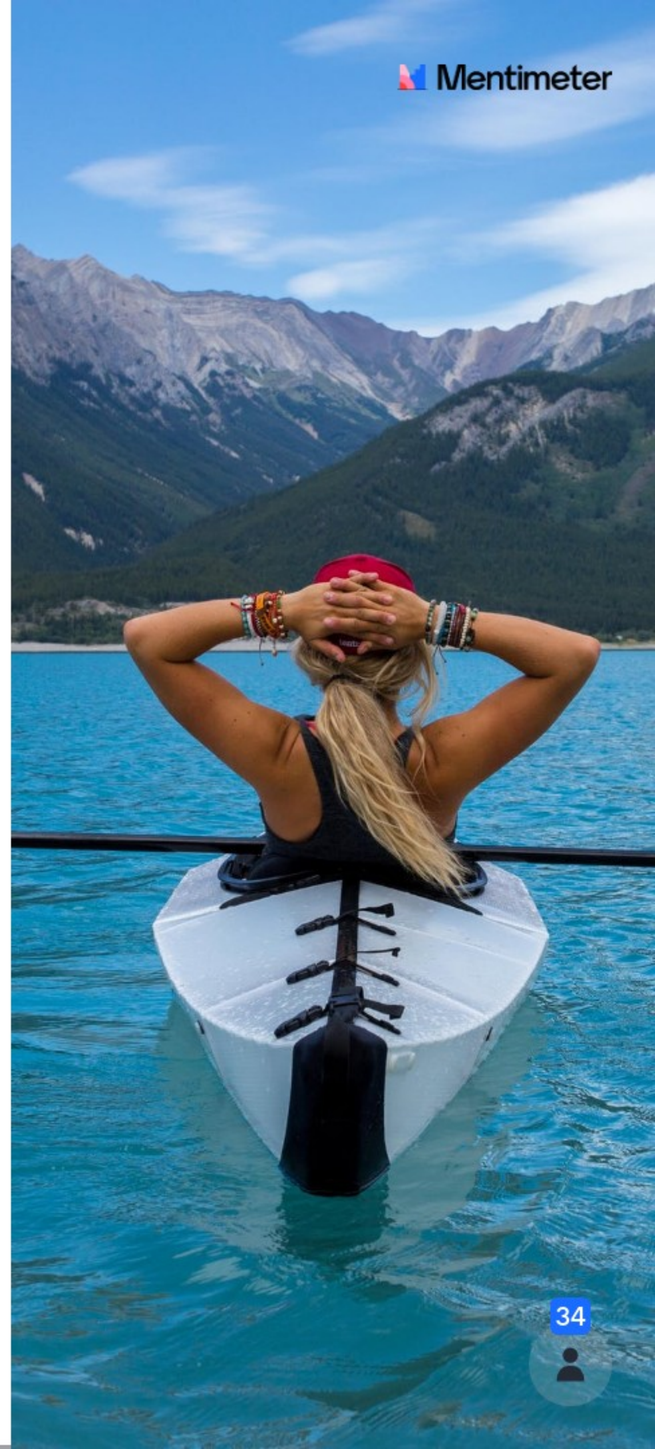
Demonstrating integrity

Provide evidence for future decisions (but records need to be transferred to archive to enable this!)

Supporting new apprenticeship scheme

Inspiration for new product development

Transparency and reputational gains



Why does your company manage an archive?