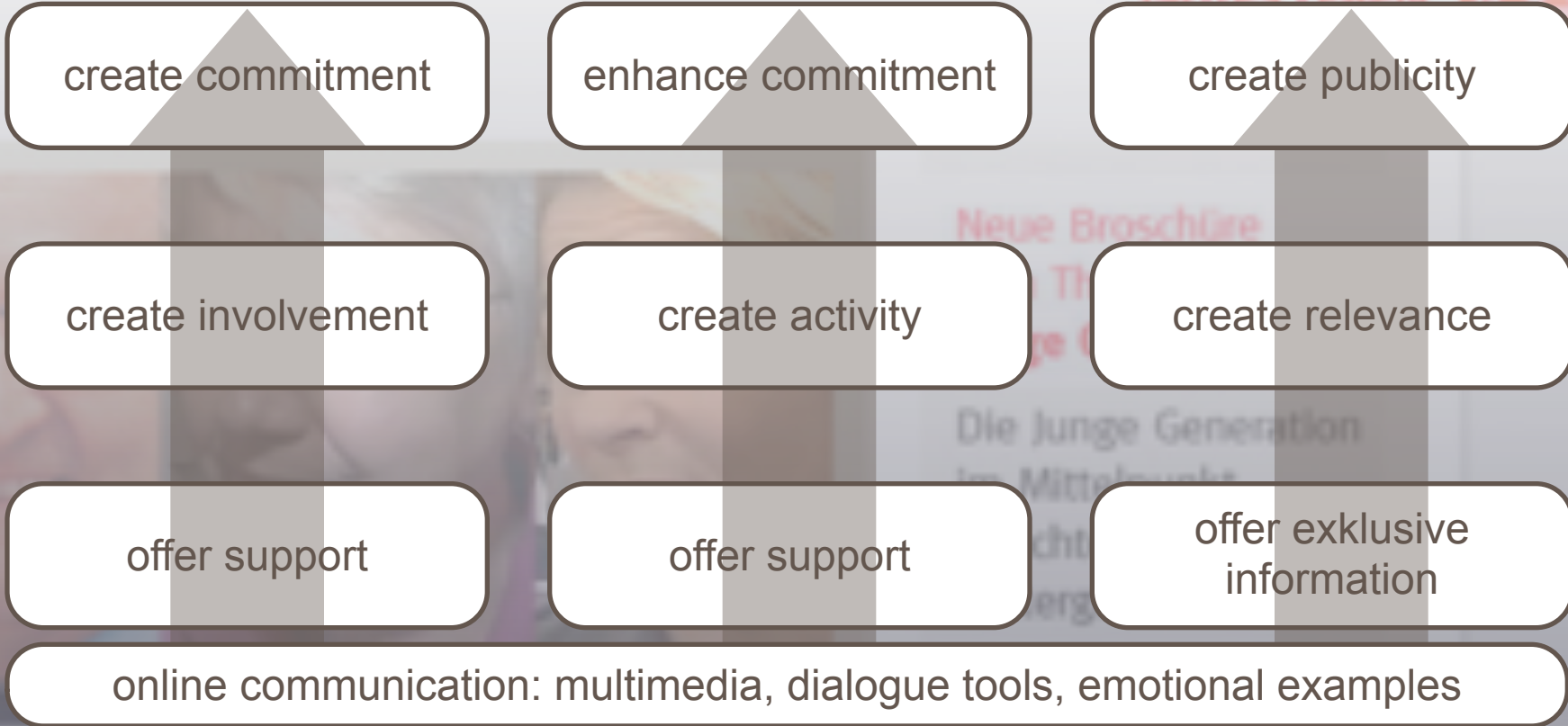




| Vorstand

Gemeinsam für ein Gutes Leben online

Creating involvement
Gaining members
Keeping members



non-memebers

members

public spheres



89% der Menschen fordern ein sicheres Arbeitsplatz – keine Entlassungen in der Krise



getting to know people's concerns:

create commitment

create publicity

adjust offers and agendas

create involvement

create activity

create relevance

offer support

offer support

offer exklusive
information

online communication: multimedia tools, emotional examples

non-memebers



public spheres

89%

Junge Generation

FORDERUNGEN



Dialogue - online at it's best

How to get in touch.

🔗 building an agenda

- We show our knowledge of all relevant aspects of life and work regarding our target groups.
- We offer information related to these aspects via multimedia.

🔗 offering support

- We work on products that help people and that make them take the first step towards involvement.
- We try to keep the first contact's barrier as low as possible.

Dialogue - online at it's best

➔ offering interaction

- We use the information the user has given us while taking the first step to create interaction.
- We try to offer as many different options for interaction as possible.

➔ taking the last step: membership

- We try to gain as much information as possible in order to meet people's needs.
- We try to stress the advantages of union membership throughout the whole process of interaction.



| Vorstand

Startseite | ARENA-VERANSTALTUNGEN | kompakt 03 | Materialien | Newsletter | Mitglied werden

WISSE | FORDERUNGEN | DIALOG | VOR ORT | THEMEN

ie Kraft?

GEMEINSAM FÜR EIN
GUTES LEBEN



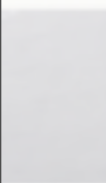
**Thank you
for your attention!**

Neue Broschüre
zum Thema
Junge Generation

Die Junge Generation
Berichte, Fakten und
Hintergrundinfos



junge generation



GENERATIONENVERTRAG



89% der Menschen
finden einen
sicheren
Arbeitsplatz –
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FORDERUNGEN