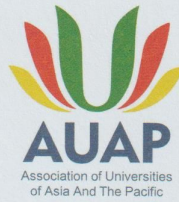


Ref. No. AUAP2022/C.22



AUAP Secretariat

January 19, 2022

SUBJECT: Members' Achievements and Recent Activities

Dear Esteemed Member,

Change is the dominant fact of life in every business today. And the ability to master and exploit change has become one of the most sought-after management skills. This is particularly true in marketing, where the very tempo of change is constantly quickening.

One of the key changes sweeping is that audiences, consumers of communication and people are becoming more interested in relevance than in association.

The challenge thus for AUAP external and internal communication is two-fold: Content & messaging and second the ease of use and relevance. These are more of opportunities for AUAP in general and for each member in particular.

To capture this and reignite our collective efforts to elevate AUAP to a more robust brand as well as impacting influence, the Communication Committee (C2) is in process of refreshing and expanding the creative assets, communication opportunities and content & design management of entire communication / brand ecosystem of AUAP. The work on this has already started.

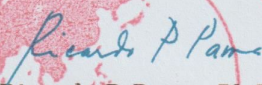
To help us create a strong pipeline of content, experiences and information, we request all member universities to submit the articles, their newsletters, videos, achievements, unique innovations, faculty & student stories, the videos that you all may be mounting at your end but feel may strengthen AUAP collectively. As we say power of sum is always stronger than one. Please do give us the permission to use this content as part of overall AUAP communication for all. Also do send in your university introducing videos and links to the websites.

We shall create an archive and build the pillar of our content around these contributions. We plan to make this sharing of content and learning as a regular feature.

Kindly send in your content to the Secretariat at email auapheadquarters@g.sut.ac.th on or before April 30, 2022 in zipped folders.

Thank you for your attention and support

With all good wishes:

AUAP
Sincerely,

(Ricardo P. Pama, Ph.D.)
Secretary General