

DISTRICT INNOVATION AWARD

ITE Canada – Strategic Communications & Implementation Plan and Brand Strategy



ITE Canada has received ITE's District Innovation Award for its Strategic Communications & Implementation Plan and Brand Strategy. The District Innovation Award recognizes the District that has implemented an innovative program or activity focused on leadership or management for the District, its Sections, and its members. ITE Canada's comprehensive communications and branding strategy is an exemplary example and

should serve as an inspiration to other Districts.

The goal of the Strategic Communications Plan development was to receive guidance from experienced communications professionals informed by the views of our members and other non-member transportation professionals and to create an achievable implementation plan in alignment with the Canadian District and ITE's priorities. These initiatives have successfully forged a united and professional brand, enhancing communications, operational efficiency, and community cohesion at the District, Section, and Student Chapter levels within the Canadian transportation community.

Strategic Communications Plan. Underpinning this achievement was a comprehensive approach marked by diligent research and member engagement, aimed at aligning with Canadian District and ITE priorities. Key steps included:

- Thorough assessment of the current state of membership and existing communication channels.
- Extensive review of Canadian Section and Student Chapter logos, branding, websites, and social media.
- Comparative analysis of similar transportation organizations to identify best practices.

Inclusivity was paramount, evident in 15 in-depth interviews, three interactive workshops, and a comprehensive Thought Consensus Survey involving members, non-members, and diverse professionals across geographical, sectoral, and career spectrums.

The findings informed a multifaceted communications strategy encompassing both external and internal facets. The resulting Implementation Plan delineated prioritized strategies for 2022-2023, driving improved coordination and consistent branding across the District, Sections, and Student Chapters.

Brand Strategy. Leveraging the successful name change to ITE Canada, the subsequent phase concentrated on visual identity enhancements. The Brand Strategy was crafted collaboratively, engaging Board, Section, and Student Chapter leaders to create a cohesive approach. Highlights of the effort include:

- Virtual workshops and a volunteer committee facilitated input and design preferences.
- The result was a scalable and cost-effective brand framework that was rolled out in January 2023.
- Clear brand guidelines ensured consistent application across various communications platforms.

Noteworthy efforts to support Sections and Student Chapters in adopting the new brand included information sessions, graphic design resources, and ongoing support. These measures spurred creative engagement and bolstered relationships.

Impact. ITE Canada's efforts reinforce the value of strategic communication and brand coherence. The initiatives have fostered unity, equity, and a more streamlined experience across the District, embodying the ideals of ONE ITE and solidifying ITE Canada's standing as a modern, relevant, and professional organization.

Collaboration. ITE would like to recognize ITE Canada's leadership and the following individuals for their contributions to the success of the initiative: **Evonne Winchiu Donaher**, Communications Lead, ITE Canada; **Ryan Vanderputten**, President, ITE Canada; **Leanne Buck**, Owner + Engagement Communications Specialist, UPLIFT Engagement Communications Inc.; the **Brand Strategy + Design Review Committee**, including **Steven Florko** (ITE Canada Board member & Manitoba Section), **Erik Nevland** (Toronto Section), **Destiny Piper** (ITE Canada Board member & Saskatchewan Section), **Benjamin Corbett** (University of British Columbia Student Chapter), and **Adonai Garcia** (York University Student Chapter).



The proud members of ITE Canada [Executive Committee & Staff](#)

To learn more about ITE Canada's Strategic Communications & Implementation Plan and Brand Strategy, view their 2023 District Innovation Award Submission [here](#).