

Ideas for Customs Broker Outreach and Communication on and following International Customs Brokers Day

1. Use social media for visibility and promotion - use LinkedIn or similar vehicles to post information highlighting the work of your customs broker national association, and the launch of International Customs Brokers Day this year.
2. Your association or its members could hold a customs broker open house encouraging drop in visits, interviews, etc. with members of the trade community. This could be virtual, as well as in person.
3. Provide members of your association with a letter to be shared within their companies and with clients and industry partners celebrating the professionalism of customs brokers in your country.
4. Send letters of appreciation to national and local customs officials for International Customs Day, highlighting the theme of “Customs Engaging Traditional and New Partners with Purpose”.
5. Celebrate within your own associations, with plans for events throughout 2024 (seminars, meetings, etc.).