

## Using effective communications

### Conclusion



This case study shows just how vital it is for a large trade union such as UNISON to share a sense of oneness.

In doing so, UNISON is able to support its 1,300 branches and its 1.3 million members. The policies put forward by the members at the Annual Conference help to provide a course of action that can then be followed in practice.

In doing this, UNISON is able to sort out issues and control campaigns on key issues that affect its members as well as the public at large.