

As of June 5, 2014

AgGateway 2014 Communications Plan ***3-Month Activities/Goals***

[**Monthly:** Newsletter; Conference promotion eblasts]

Jan-April (completed)

Media Relations

- Rod QA column in AgProfessional
- Article in Agri-Marketing on data privacy
- AgProfessional article on AgGateway's SPADE
- Press release: CPCC (Canada Crop Protection)
- Updates to media list
- Calendar notification to media – MYM and Annual Conf
- Press releases:
 - Registration open for MYM
 - Farm Bureau
 - Spade Conversion Toolbox at PlugFest
- Wendy interview on "Farm Talk", Joe Tevis interview with Brownfield network
- Key issue talk points (AgGateway mission, precision ag, data privacy, etc.)

Materials

- Newsletter – improved template and new features
- Website improvements to highlight Councils, Committees and Projects
- Linked In – begin posting/using
- Website: Updates to Council and Project pages

Association outreach

- Targeted blurbs for MYM

May (completed)

Media Relations

- Press releases:
 - o New Committees (Data Privacy and Architecture)
 - o PAIL demo
 - o MYM highlights

Materials

- Started executive overview packet – for prospective members

Association outreach

- Set up meetings with 2 communications execs so far (ARA, AFIA)

Next 30-60-90:

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June

Media Relations

- Press releases:
 - o SPADE – releasing extension to ISO standard
 - o Data Privacy White Paper released (?)

Materials

- Video
 - o At MYM, collect video testimonials to use for an eBusiness video, and for a Meetings promotion video
- Website: continue updating Council and Project pages, add some photography
- Work on Project update 1-pager derived from MYM info

Awards

- Ron Storms Award – submit plan to committee on new name, criteria, process to enter

July

Media Relations

- Press Release:
 - o CPCC completing design phase, moving into implementation (?)
 - o Official launch of the Glossary
- Consider bylined column on key topic
- Obtain at least one free/low-cost annual conference ad

Materials

- Work on eBusiness video, meetings promo video
- Draft “Why eBusiness” 1-pager
- Website: continue updating Council and Project pages

Awareness Research

- Touch base with vendor to plan next wave

Aug.

Media Relations

- Press Releases:
 - o Registration open for Annual Conference
 - o Ron Storms nominations

Materials

- Website – Post meetings video

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Events Calendar

June 8-12

GS1 Connect 2014 (not attending)
San Diego, CA

June 9-12

2014 AgGateway Mid-Year Meeting
Des Moines, Iowa

June 10-13

United Fresh 2014 (not attending)
Chicago

June 11-14

ASTA 131st Annual Convention (not attending)
Indianapolis

July 21-23

CPDA Annual Meeting (not attending)
Santa Fe, NM

July 25-27

PMA Foodservice Conference & Expo
(not attending)
Monterey, CA

July 29-31

InfoAg – attending, presenting
St. Louis

August 24

**Precision Ag Data Workshops: Big Data:
Managing Your Most Elusive Farm Asset**
Iowa State University, Ames, IA

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