**AgGateway 2014 Communications Plan -** *Areas for Extra Committee Support*

1. **Liaisons:** Make sure communications committee is aware of any communications needs coming out of the Councils/Projects.
2. **Newsletter:** Continued management of this project.

* Continue tight management and good variety of contributions demonstrating breadth of AgGateway activities.
* Continue leadership recognition – profile from each council, profile of individuals who have served for good length of time.

1. **Website:** Help gather updates from Council Chairs/Vice-Chairs after Council calls or announcements, so we can post to the website.

* Feeds this goal – To raise the profile of public **Council** and **Project** pages so that they are visited and used frequently (Susan working on better website layout with Meri)

1. **AgGateway Meetings:** Help manage the communications mini-plan for a) MYM or b) Annual Conference, in terms of getting out eblasts, helping proofread documents, etc. – see full promotion plans below.

* Assist in goals to increase attendance at MYM (June 9-12, Altoona, Iowa) and Annual Conference, “Cultivating eBusiness for Global Success” (Nov. 10-13, Phoenix)
* ***Social Media:*** If there is interest from a particular member of the Communications or Meetings Committee, pursue LinkedIn as a means to promote the meetings. Recognize that frequent monitoring is required if this area is pursued. *A particular communications committee member(s) would need to own this area for it to work.*

1. **Awards Program: *Ron Storms:*** Help Susan manage the Ron Storms Award, particularly helping with promotion, keeping us on schedule, and helping with outreach to Councils, etc.

* Work on a new name/tagline (keep “Ron Storms” but add some language to the name such as “Leadership Recognition”)
* Increase nominations through promotion (emails, press releases, member communications), and especially through outreach to Councils to solicit nominations.

Mid-Year Meeting Promotion Plan *(preliminary)*

Assumes registration opens March 11 (3 months before meeting).

**Jan-March**

* Home page promotion – Mark Your Calendar (by 1/10)
* Press release when registration opens (3/11)
* Newsletter:
  + Mark calendar – Jan/Feb issue – (due 1/17; publish 1/31)
  + Register! – March issue – (due 2/14; publish 3/7)
  + draft for April issue - General description/dates, sponsorship – (due 3/14; publish 4/4)
* Eblasts
  + Registration open! (3/11)
  + Register now for MYM (3/25)

**April**

* eBlasts
  + Register Now (3/11)
* Blurbs to trade association partners with request to run on their websites/newsletters (4/11)
* Communication to councils to encourage registration (4/1)
* Newsletter – register now, reserve hotel, sponsorships, invite a trading partner (due 4/18; publish 5/2)

**May**

* Press release - promote speaker and educational opps, invite a trading partner – (5/7)
* eBlasts:
  + Hotel reminder, invite a colleague (5 reasons you should be at MYM) – (5/6)
  + Invite a trading partner, hotel/registration reminder – (5/13)
  + ***Previous attendees*** eblast (5/15)
  + Networking opportunities, 2 weeks out registration reminder – (5/27)
* Communication to councils to encourage registration (5/1)
* Newsletter – last minute information, transportation options (due 5/16; publish 6/4)

**June**

* Membership eblasts:
  + Final reminder/logistics details – (6/2)
  + Survey – 6/16
* Newsletter – wrap-up, thank sponsors (due 6/16)

Annual Conference Promotion Plan *(preliminary)*

Assumes registration opens 8/13 (a little over 3 months before meeting).

**January**

* Website – save the date (“Events” page, text on Home page)

**April**

* Newsletter – save the date (due 18; publish 5/2)

**May**

* Newsletter – save the date (due 5/16; publish 6/6)

**June**

* Website: Rotating banner on Home page
* Newsletter: start planning now, inviting colleagues, highlights (due 6/16; publish 7/3)
* MYM: Promotion at MYM – info table; Consider taping testimonials at MYM

**July**

* Website: Produce and post a video promo on Home page
* Newsletter: Registration opening soon (due 7/18; publish 8/8)

(Additional related articles: Ron Storms and GTAC nominations open)

**August**

* Press release: Registration Open! (8/13)
* Website: Rotating banner – Registration open!
* Newsletter: Register now, highlights, link to promo video (due 8/15; publish 9/5)
* eBlasts
  + Registration open! (8/19)
* Ads: Work to secure at least two low-cost/free ads in trade pubs by 8/29, to run Sept./Oct.
* Councils: Communication to councils to encourage registration, invite teams and trading partners (8/27)

**September**

* Association Partners: Ask to run promo blurbs in their website/newsletters (by 9/10)
* Press Release: Speakers, educational highlights, special events (9/17)
* Website: News story with highlights (such as keynote speaker headshots)
* Newsletter: Networking, special events (due 9/19; publish 10/3)
* eBlasts:
  + Why come? Check out what trading partners are saying! (link to the video) - (9/9)
  + GTAC nominations closing soon (9/11)
  + Ron Storms call for nominations (9/16)
  + Registered yet? Early bird rates, keynote speaker, educational highlights (9/23)
  + Early bird hotel rate ends 10/2 - *UPDATE as needed* - (9/25)
* Councils: Communication to councils to encourage registration, invite teams and trading partners (9/24)

**October**

* Website: Promote list of who’s already registered.
* Newsletter: Not too late, last-minute announcements (due 10/17; publish 11/7)
* eBlasts:
  + See who else is coming, location highlights (10/7)
  + Invite a trading partner, IT Innovation Awards (10/14)
  + Keynote speaker, thank sponsors (10/21)
  + It’s not too late to register! Early bird drawing winner (10/28)
* Councils: Communication to councils to encourage registration (10/22)

November

* eBlasts:
  + Checklist for the conference (11/4)
  + First time attendee lunch
  + Survey (11/17)

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