**AgGateway 2014 Communications Plan**

***3-Month Activities/Goals***

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

**Jan-March** Completed

- Rod QA column in AgProfessional

- Article in Agri-Marketing on data privacy

- AgProfessional article on AgGateway’s SPADE

- Press release: CPCC (Canada Crop Protection)

- Newsletter – improved template and new features

- Website improvements to highlight Councils, Committees and Projects

- Linked In – begin posting/using

**April**

* *Media Relations*

- Press releases: Registration open for MYM, new Committees, Farm Bureau

- Updates to media list

- Calendar notification to media – MYM and Annual Conf

- Key issue talk points (AgGateway mission, precision ag, data privacy, etc.)

* *Materials*

- Website: Update Council and Project pages

- “Executive overview packet” – for prospective members

* *Association outreach*

- Setting up meetings with communications execs (ARA, TFI, CLA, ASTA, AFIA)

- Targeted blurbs for MYM

**May**

* *Media Relations*

- Press releases: PAIL; MYM highlights

* *Materials*

- Website: continue updating Council and Project pages, add some photography

- Project update 1-pager

- “Why eBusiness” 1-pager

**June**

* *Media Relations*

- Press releases: TBD (SPADE progress?); consider bylined column on key topic

* *Awards*

- Ron Storms Award – work on new name/positioning

* *Awareness Research* – touch base with vendor to plan next wave

**Events Calendar:**

April 9-11

**CLA and RISE Spring Conference**

Arlington, VA

May 20-22

**CLA 2014 National Policy Conference**

Washington, DC

June 8-12

**GS1 Connect 2013**

San Diego, CA

June 9-12

**2014 AgGateway Mid-Year Meeting**

Des Moines, Iowa

June 10-13

**United Fresh 2014**

Chicago

June 11-14

**ASTA 131st Annual Convention**

Indianapolis

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