**Communications Committee – 2013 Objectives and Goals**

(Based on the more detailed 2013 Communications Plan)

2013 Communications Objective

Increase eConnectivity in the ag industry through increased awareness, membership and participation in AgGateway, which we will achieve by communicating to members, potential members and the industry:

* **Benefits of eBusiness**, and the immediate necessity of implementing eBusiness steps within their businesses;
* **AgGateway benefits and value** – the unique attributes of AgGateway in the area of eBusiness, the value of the tools and collaboration provided within AgGateway, and the benefits of participation in councils, committees, projects;
* **And additionally for members**, how to better access and use AgGateway resources; and the personal and corporate benefits from membership and participation.

Tactical Goals

1. **Maintain and Promote AgGateway Brand/Image with Councils**
* e.g., consistency in value sheets, trade show presence, presentations, use of AgGateway logo and new sub-brand logos.
1. **Awareness Research**

Conduct benchmark survey of AgGateway awareness and create communications plans:

* Select a cost-effective professional resource
* Determine target audiences, messages and metrics
* Complete baseline surveys early in 2013
* Determine the increased awareness goal with outside professional assistance
* Develop communication plan for each audience
1. **Support Membership Committee**

As needed, with promotion/communications support using website, newsletter, video, webinars, etc. For example:

* Develop a membership (Why Join AgGateway?) video
* Develop a video promoting the annual conference
* Post individual video testimonials
1. **Website**
* Manage more closely, posting fresh content, easy-to-find content
* Leverage use of photography and video
* Add additional content to support member onboarding and retention
* Post webinars/podcasts, and value sheets to communicate Council goals and activities.
1. **Newsletter**
* Continue tight management and good variety of contributions demonstrating breadth of AgGateway activities
* Evaluate content, layout, production
* Leadership recognition – profile from each council, profile of individuals who have served for good length of time.
1. **Media Relations**
* Clean/update/expand press list
* Regular press releases throughout the year – goal of at least 1/month
* Connect with key editors to discuss their editorial calendars and opportunities for 2013; plan at least 2 guest columns/articles in trade press based on schedules
* Pursue feature in mainstream business media
1. **Advertising**
* Explore opportunities for low-cost ad to run in select trade press to promote 1) AgGateway and 2) the annual meeting. Try to identify in advance the issues where this is possible.
1. **Leveraging Association Ties**
* Promotion to their members
1. **AgGateway Meetings**
* Help Conference Committee increase attendance at Mid-Year Meeting (June 17-20) and Annual Meeting (Nov. 12-14)
1. **Awards Programs**
* Ron Storms: Increase nominations – more promotion via emails, press releases, features of winners, member communications
* Explore ways to promote IT innovation awards with trade association; promote the “grand” IT award at annual meeting.

**11. Individual Meetings**

* Ensure that Rod and others have tools (Power Point, video, etc.) for one-on-one meetings with prospects.

**12. Trade Show/Conference Participation**

* Update banners for specific industries
* Evaluate collateral; Consider updates/changes/additions to booth materials