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| **Working Committees of the Board 2016 Work Plan** |
| **COMMITTEE NAME:**  | **Marketing & Communications Committee** |
| **CHAIR:** | **Joseph Samuel** | **VICE CHAIR:** |  |
| **COORDINATOR:**  | **Tricia Balthazar** | **MEMBERS:** | **Tricia Balthazar, Melissa Harris, Ryan Wijngaarde, Elon Parkinson, Vydia Bhagan, Julian Wilkins**  |

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| **No** | **Objectives** | **Key Action Items** | **Due Date[[1]](#footnote-1)** | **Status** |
| 1. | To generate revenue by attracting a wider cross section of participants to each or both forums | Change names of HR and Marketing Forums to:1. HR Training and Legal Forum
2. Marketing, Sales, and Customer Service Forum
 | ASAP | WIP[[2]](#footnote-2) |
| 2. | To generate revenue by making available to conference participants the opportunity to attend both forums  | Create a hybrid opportunity for HR and Marketing Forums’ Participants |  | Completed |
| 3. | To generate revenue by affording conference participants and / or their partners and families the opportunity to be transported to and from specific locations (e.g. beach, shopping mall, etc.) for a nominal fee (USD $15 per person)[[3]](#footnote-3).  | Beach Excursion and / or Shopping Shuttle Service | ASAP | WIP |
| 4. | To generate revenue through the offsetting of cost for reissuing conference IDs to participants who misplace them | NXT – ID Charges | ASAP | WIP |
| 5. | To generate revenue through an auction of various attractive items where the highest submission will win the item(s) of choice[[4]](#footnote-4)  | Silent Auction  | ASAP | WIP |
| 6. | To generate revenue by offering the opportunity for conference participants, in the form of an editorial or article, to advertise in the Cancion. Proposed cost USD $750.  | Advertorials | ASAP | WIP |
| 7. | To generate revenue by providing opportunities for conference speakers, sponsors, and exhibitors to be advertised. Proposed cost USD $250  | Discount Advertisements | ASAP | WIP |

1. The due date of the proposed activities is dependent on the Board’s approval of the proposal. Notwithstanding, each activity is expected to form part of the conference itinerary once completed. [↑](#footnote-ref-1)
2. WIP: Work In Progress [↑](#footnote-ref-2)
3. Wednesday is the suggested day for these activities [↑](#footnote-ref-3)
4. Suggested events to offer the auction is the Conference Opening or Dinners. [↑](#footnote-ref-4)