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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** | **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 |  | Completed |
| 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)[[1]](#footnote-1). | Beach Excursion and / or Shopping Shuttle Service | July 8, 2016 | WIP |
| 4. | To generate revenue through the offsetting of cost for reissuing conference IDs to participants who misplace them | NXT – ID Charges | June 17, 2016 | WIP |
| 5. | To generate revenue through an auction of various attractive items where the highest submission will win the item(s) of choice[[2]](#footnote-2) | Silent Auction | July 15, 2016 | 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 | June 10, 2016 | WIP |
| 7. | To generate revenue by providing opportunities for conference speakers, sponsors, and exhibitors to be advertised. Proposed cost USD $250 | Discount Advertisements | June 10, 2016 | WIP |

1. Wednesday is the suggested day for these activities [↑](#footnote-ref-1)
2. Suggested events to offer the auction are the Conference Opening or Dinners. [↑](#footnote-ref-2)