

MPIGNY Marketing and PR Processes

NEWSLETTER: An email reminder will be sent to each VP regarding deadline date for submission of articles and what we are expecting to receive. The VP will then communicate to their department chairs to obtain needed materials for the newsletter.

PROCESS FOR SUBMITTING AN ARTICLE:

- Program Chair: Write article and submit to your VP or Director
- VP and/or Director will be responsible for reviewing article and ensuring that all information is correct before the article is submitted for Metrolines.

ARTICLE FORMATTING:

- Please write the article using 10 or 12 point Arial or Times New Roman.
- Write the article flush on left margin; no indentions.
- Do not format anything in the article.
- Do not insert any images into the document.

IMAGE SUBMISSIONS:

- Please submit only JPEG, GIF or TIFF images as attachments.
- Do not submit images in the body of a document.

LENGTH OF ARTICLES: Rule of thumb is to sit down and write your article so that you are satisfied with what you have written. Upon submission, the newsletter editors will read and edit the article as needed for space allotment. If it's important for everything in your article to be included, just make it a point to communicate that information to us so we leave the article as is.

WEBSITE: Information for the chapter website may be submitted at any time, preferably by the VP or Director. If a Chair wants to submit information directly, that is fine. Just be sure to copy your VP and/or Director when submitting materials to be posted on the website. **Submit website materials to VP of Communications:** patty@groupdmm.com

Since the deadline for the newsletter is 2 months out, the simplest way to submit information for the website is to use the article and images that are submitted for the newsletter.

Information to include:

- Program date
- Program location including full address
- Program time/agenda
- Program description
- Name(s) of Chair(s) and Contact Information
- Program Pricing

EMAIL MARKETING: We will take the information that is submitted for the website to include in the email marketing.

Process: Once the email has been formatted, it will be sent to the VP, Director and Program Chair for review, editing and/or approval. In order for us to stay on schedule, it's imperative to respond quickly when you receive the email draft.

ONLINE REGISTRATION: Please know that an email cannot go out to the chapter until Kathie has created the online registration form.

REMEMBER: The marketing department helps you "sell" a program so the stronger the content of a program, the easier it is for us to "tell" members why they should attend a program. Please always try to have 3 reasons why a planner and a supplier should attend an educational program. There has to be educational benefit for both planners and suppliers in every program that's produced.

PUBLIC RELATIONS: When your committee is putting together a program, realize that the more relevant the topic, the better chance we have of getting a response when we reach out to local television and print media. We will be actively nurturing media relations this year and inviting them to attend the education programs.

NOTE: All PR must go through the Communications department and be approved by the Chapter President.

Any comments made to the press must come from the Chapter President as our spokesperson to protect the integrity of our organization.

PRESS RELEASES: Press releases may be written by any member of the chapter but must be submitted to the Director of PR for review and approval before being submitted.

PR REQUESTS: Please submit materials to Director of Communications: cloganbrennan@yahoo.com