



## Outreach & Marketing Committee Meeting Minutes

**Date:** Wednesday, August 12, 2020

**Time:** 10 -11am

**Via Zoom**

**Attendees:** Lady Jane Acquah, Vickie Black, Kimberly Holiday, Lisa Quinn and Fabian Wood

- 1. Welcome and Introductions:** Attendees greeted each other.
- 2. 2021 Outreach and Marketing Strategy for a Virtual Event:** Emails, list serves, Facebook promotions are all ways the conference is being marketed. There will be radio advertisements closer to the event dates. [A Facebook event will be created and will include specific information indicating that registration is still required. It was requested the Facebook approval button be removed from the page so all are able to join the group. Prior conference sponsors will be contacted once dates have been finalized.](#)
- 3. Conference Store: t-shirts, cap, nose mask:** Members discussed having an online store with various items which could be purchased and shipped directly from the site. [Integral Care will create designs with conference logo and #CTAAFSC.](#) It was suggested to keep items simple in color and design. Black with white lettering and also white with teal lettering. Unisex t-shirts, water bottles, hats and masks were suggested.
- 4. Promoting #TogetherWeWillHeal Forum:** Forums are continuing to be promoted. Suggestions for promoting included having a surprise door prize for registrants. [The September agenda will include a discussion item for determining audience for forums.](#) Outreach in areas other than social media is also important.
- 5. Other Business:** Members discussed having a pre-conference session on how to use the chosen conference platform. The platform will also need to allow for dial in participation for people who do not have computer access.