

Marketing/PR Chair

Basic Function:

To ensure the conference information is accurately reflected in the conference website, social media sites, and the on the conference app.

Time Commitment: Before conference - High, During conference - High, After Conference - Low

Additional Duties:

In general, the Marketing/PR Chair will

- Marketing /PR (website):
 - Conference website is up to date based on information received from various committee chairs.
 - Work with Sponsor/Exhibitor Chair(s) to gather company logos for website.
 - Ensure links to forms for registration, sponsors, speakers, and volunteers are working.
 - Social media advertising is posted in accordance with the communication plan provided by the Conference Director(s) / Conference Liaison.
 - Create the conference program, if a printed program will be provided to attendees. Also responsible for ordering the program from the printing vendor and bringing to the conference.
 - Work with Sponsor/Exhibitor Chair(s) to gather company logos and ads for printed program.
- Back-up the Conference App Chair:
 - Help collect or upload conference information into the app as needed. This will be done in partnership with the Conference Director(s) / Conference Liaison.
 - Answer questions about the app from registered attendees.
 - Create/provide quick reference guide or communications that help people understand how to use the app, as needed.
 - Push out regular notices through the app before or during the conference (i.e. paid app ads of exhibitors/sponsors, lost and found, what's going on, announcements, etc.).

At the event: (Must be available all-day Wednesday, Thursday, and Friday)

- Marketing / PR (website):
 - Actively post conference details / pictures on the conference social sites.
 - Work with App Chair to answer questions about the app.
 - Help monitor charging station.
 - Help other committee members as necessary.

After the event:

- Participate in the conference debrief.

Additional Information:

- This position is eligible for conference proceeds, assuming the conference makes money. The chair will get a portion of the proceeds that are set aside for major conference chair positions and that may be given to his/her local chapter, the State Council, or a split between the two.