

## WCCA Marketing Committee

March 12, 2013

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### Discussion items:

- Review actions from Feb 11
- Review logo
- Review upcoming milestones and timeline
- Expand committee; international counterparts?

### ACTIONS

- Wade establish WCCA Facebook page
  - Done
- Karen update flyers, website with Facebook info
  - Will coordinate with design development of sponsorship info
- Adam compile list of CA events around world
  - Adam out on medical leave
- Wade send Karen contacts for promotion and calendar listing for APLU, American Society of Agronomy, Soil Science Society of America, Crop Science Society of America, SWCS
  - SWCS and tri societies has calendar form online
  - Wade will put on both calendars
  - Wade will request list of societies
- Jeff send Karen contacts for Canadian and US agri marketing association and NACAA
  - Put into database
- Karen issue WCCA notices to association calendars
  - Still working on

### NEXT STEPS

KAS Get registration page up

KAS and JW Draft news release

WADE Put notices on more calendars and get more list of societies/assns

### MARKETING TIMELINE

#### Milestones

#### Promotional materials

- Flyers (general, sponsorship) (KAREN)
  - Update with program details Feb
- Website (KAREN)
  - Update with more information – as info becomes available

- Purchase domain name?
- Save the date (KAREN) – Nov/Dec
- Facebook page (WADE) – Nov/Dec, update with website info, news releases
- Twitter? (WADE/KAREN) — link to Facebook
- News releases (KAREN) – keynote speakers, tours, theme/breakouts Jan/Feb '13, once a quarter, Jan '14 monthly news releases
  - Wait for program committee to confirm speakers

### Promotional opportunities

- Email broadcasts
  - Compile database for email broadcasts – NOW – Oct.
    - Obtain contact information for key people (communication/marketing/agronomic) at national organizations, government agencies, commodity groups, conservation groups, Ag Retailers Assn, Canadian Assoc of Ag Retailers, agronomy crop soils society, SWCS, ecological society, weed science society, environmental science, extension, eExtension, etc.
    - Obtain contact info for key media, Ag Media Writers Assn, NAMA
  - Distribute to target audience (submit papers, detailed information about event, register, travel tips, visitor highlights) Once/quarter in 2013 (start Jan/Feb), monthly starting Jan '14 (depends on paper submittal process and program development)
  - Distribute to media (program highlights, key speakers, etc.) Once/quarter in 2013 (start Jan/Feb), monthly starting Jan '14
- CA Events (ADAM)
  - Identify events, contact info, how best to promote WCCA at that event NOW-Oct.
    - Canada: Farm Tech, Farm Progress, CropLife Canada, commodity organizations
    - US: National No-Till Meeting, Commodity Classic, Farm Progress, Soil and Water Conservation Society meeting, Ag Retailers Association, CropLife annual meeting
  - Get WCCA on calendar
  - Promote at events (send flyer, buy ad space, sponsor) [\$\$\$]
- Facebook (WADE)
  - Attracting audience
  - Update regularly
- Target Universities (Assn for Public and Landgrant Univ) (JOSIE)
  - Compile contact info NOW – Dec.
  - Send information and request for distribution to administrators (spring 2013);
- Crop Consultants / Certified Crop Advisor (CEUs) (American Society of Agronomy, Soil Science Society)
  - Apply for CEUs
  - Purchase mailing list (\$\$); special mailing advertising CEUs (Jan 2014)

- Advertise in Crops and Soils magazine (hits US and Canada) (\$\$)
- Get on upcoming events list in newsletter
- 3 local CCA associations (Ontario, prairie, atlantic) (ADAM)

#### NEXT STEPS

Karen create PPT slide about WCCA that can be included in presentations. Send to Glen to send to member organizations. Send to CASA members to use.

Karen add WCCA to CTIC upcoming events

Karen add WCCA to CTIC home page

Karen ask 5<sup>th</sup> WCCA for marketing/ mailing database

Wade establish WCCA Facebook page

Karen update flyers, website with Facebook info

Adam compile list of CA events around world

Josie compile list of universities to target

Adam send Karen list of Canada CCA association contacts

ALL send Karen contacts for database

#### NEXT MEETING

Feb. 11 @ 2pm eastern