

WCCA Marketing Committee

January 14, 2013

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Discussion items:

- Review milestones, timeline and budget
- Expand committee; international counterparts?

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 5th 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

