

WCCA Marketing Committee

Jan. 29, 2014

Participants: Jeff Whetstine, Elise Brown, Adam Hayes, Karen Scanlon

Discussion items:

Need more resources, people on Marketing Committee to ramp up activity

- Use SCCC connections in each province; provide actions and deadlines (slide to use in presentation, one-pager to insert in newsletters or on website); small, specific tasks over time; ask to reach to their organizations and connections (government, other orgs, etc)
- Ask NACD, SWCDs and SWCS to share similar actions and deadlines
- Concentrate in Dakotas, Minn, Wisconsin, upper corn belt

Handout for growers at meetings

Presentation slides to use in PPTs with info, registration; include three talking points (why attend (for farmers, researchers/govt), how/when to register)

Newsletter articles (500 words ready to use), profiles on keynotes, topics

Website buttons (we provide graphic buttons of diff sizes that they add to their sites to link to our website/event)

Launch kit: website button, newsletter articles, presentation slide, handout, Jeff Mitchell's personal appeal (Glen use as intro letter to SCCC organizations)

Then send new buttons and articles later on (monthly?)

Or, special edition full page (easy to use, with space for their logo/masthead), highlighting conference, for them to send out; Glen has contact for each organization with newsletters/website

Adam will discuss with Glen and determine next steps

CTIC will discuss with NACD, SWCDs in northern states and SWCS

Increase frequency in Feb – April

Get sponsors to recruit heavily in post planting

Make early registration deadline April 1, 2014, to capture farmer registrations. Move to later (May 1?) at that point to continue attracting early registrations.

Reach audiences at universities/extension – tri societies, land grant list serves and FB

Need to get same materials to Sponsors so they promote the Congress. In **NEXT TWO WEEKS** to Platinum and Gold. Add sponsor logos to layouts in PPT, PDFs. Discuss grower lists and what they need for communicating with growers.

Jeff has confirmed with Glacier. They are reviewing leads and working on stories. Expecting stories in Feb. JW will follow up.

Farm Journal running ads. Column ads run in classifieds. A few full-pages. *FJ & Top Producer*. Have our leads. Jeff following up on web ads.

Summary

Promotion activities needed to jumpstart the registration for the event.

Channels

1. Glen SCCC
2. NACD/SWCS
3. University & Extension
 - a. Tri-Societies
 - b. Others?
4. Sponsors

Initial Launch Kit

1. Handouts for growers at meetings
2. Presentation slides with talking points
3. Newsletter articles
 1. General announcement (500)
 2. Growing more, more efficiently
4. Website buttons

Followup installments

New packages 2-3 weeks through April

3. Newsletter articles

1. Growing more, more efficiently
2. Weatherproofing Agriculture
3. Innovative Adoption
4. Keynote speaker profiles
5. More...

Monthly updates at least April - Event.

NEXT STEPS

- Adam discusses plan with Glen to get SCCC lined up to help
- Jeff and CTIC prepare package with materials and instructions and deadlines; add talking points to PPT slide
- CTIC lines up NACD, SWCDs and SWCS, Ohio No-till Council, No-till on the Plains to help distribution information
- Elise contact land grant university contacts for ideas on how to reach audience (Wade, Josie, Jeff, Sjoerd)
- Adam will talk with university contacts in Ontario
- Jeff sending link to academic social media
- Karen send Jeff Mitchell's email to CASA and ask for action; follow with phone call
- Adam will ask Canadian Society of Soil Science about promoting WCCA
- Elise sending 500-word article to SWCS and others
- Elise draft boilerplate copy to recognize sponsors

NEXT CALL

Feb 12, 2014 @ 11am eastern