

## WCCA Marketing Committee

July 30, 2012

Josie Van Lent, Wade Thomason, Karen Scanlon

Discussion items:

- Determine milestones, timeline and budget
- Expand committee

Josie will contact two new Canadians and bring up to date. Wade will think about new people to add to committee.

### Milestones

Promotional materials

- Flyers (general, sponsorship)
  - Update with program details **Jan/Feb**
- Website
  - Update with more information – **as info becomes available**
- Save the date – **Nov/Dec**
- Facebook page – **Nov/Dec, update with website info, news releases**
- News releases – keynote speakers, tours, theme/breakouts **Jan/Feb '13, once a quarter, Jan '14 monthly news releases**

### **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
  - 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
  - Attracting audience
  - Update regularly
- Target Universities
  - 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 (\$\$)
  - Counterpart in Canada?

#### NEXT STEPS

Karen sends notes

Each contact two conferences to inquire about promoting WCCA

Send Karen contacts for database: professional societies, government agencies, etc.

Send Karen events, dates and contact information

#### NEXT CALL

Wednesday, Aug. 29, 2012 @ 10am eastern