

Membership/PR & Marketing Webinar Syllabus

NAWIC 2016-2017

CALL NUMBER: 641-715-0700

ACCESS CODE ID: 656442

ONLINE MEETING ID: join.freeconferencecall.com/membership-prmarketingnawic

Committee Chair Information

Name	Email	Office Location & Hours
Angelina Sacco (Membership Chair)	Angelina.sacco@beaumont.org	Michigan, M-F, 7-4 EST
Jillian Penkin (Membership Co-Chair)	jillian.m.penkin@jci.com	New York, M-F, 7-4 EST
Laurie Jimenez (PR/Marketing Chair)	ljimenez@randgroup.com	Texas, Friday, 9-5 CST
Victoria Kurczyn (PR/Marketing Co-Chair)	kurczyn@casesabatini.com	Pennsylvania, M-F, 8-5 EST

General Information

Description

Monthly GoToMeetings for sharing tips/information that will benefit Region/Chapter Membership and PR/Marketing Committee Chairs and Members

Expectations and Goals, Housekeeping rules

- Support, Encourage, Grow
- Building **NAWIC** leaders through membership opportunities in education, networking and leadership positions on the Chapter, Regional and National levels
- Safe environment to exchange information, no DRAMA
- Prepared topics each month
- No roll-call, honor system for reporting attendance

GoToMeeting Schedule

Month	Topic	Time	Leader
October	<ul style="list-style-type: none">• Overcoming objections for Renewals• How to report using Survey Monkey• Committee development 101	Oct 6	Angelina Sacco
		Noon (EST) and 6:30 pm (CST)	and Laurie Jimenez
November	<ul style="list-style-type: none">• Anatomy of a Press Release/Press Release development 101• Ideas for General meeting speakers	Nov 3	Laurie Jimenez
		Noon (EST) and 6:30 pm (CST)	and Victoria Kurczyn
December	No session planned - Enjoy your holidays		

Month	Topic	Time	Leader
January	<ul style="list-style-type: none"> Using Lunch and Learns to promote NAWIC, and education purposes Sourcing contacts/places for Press Releases 	Jan 5 Noon (EST) and 6:30 pm (CST)	Angelina Sacco and Laurie Jimenez
February	<ul style="list-style-type: none"> What to expect from a speaker event Branding materials for publications - what's available from National 	Feb 2 Noon (EST) and 6:30 pm (CST)	Victoria Kurczyn and Laurie Jimenez
March	<ul style="list-style-type: none"> How to recruit New members Social media - starting FB/LinkedIn/Twitter accounts for Chapter, using the National hashtag 	Mar 2 Noon (EST) and 6:30 pm (CST)	Victoria Kurczyn and Laurie Jimenez
April	<ul style="list-style-type: none"> Who to target for new members Creating a Web site/Blog for Chapter 	Apr 6 April 13 Noon (EST) and 6:30 pm (CST)	Angelina Sacco and Victoria Kurczyn
May	<ul style="list-style-type: none"> Corporate Sponsorships, how to recruit, how to thank for sponsoring 	May 4 Noon (EST) and 6:30 pm (CST)	Jillian Perkins and Angelina Sacco
June	<ul style="list-style-type: none"> Year in Review - What worked, what didn't work for your Chapter 	Jun 1 Noon (EST)	Laurie Jimenez and Angelina Sacco
July	No session planned - Enjoy your vacations		
September	<ul style="list-style-type: none"> Gearing up for Renewals Prepare for transition to new leadership 	Sept 7 Noon (EST)	Jillian Perkins and Victoria Kurczyn