DDI Marketing and Partnership Group

12/15/15

Barry

Jared

Wendy

Barry: No new information about AAPOR side meeting; Barry has been in contact with AAPOR people

Jared: Linda Detterman at ICPSR would like to coordinate/partnering with DDI Alliance.

* Will find out if we share a booth, or just coordinate a booth?
  + Is booth placement already firmed up, vis-à-vis Roper?
  + Jared will reach out to Michelle and Bill about coordinating booth placement with Roper.
* Booth logistics:
  + Booth time/scheduling (4 days):
    - Who is attending for sure? We should confirm everyone’s attendance.
    - Jared will take lead on manning booth.
      * Others will man as needed, and will schedule once everyone’s schedules and papers are accepted.
  + Banners, displays
    - Use DDI Alliance logo on big banner that is reusable across many different efforts and conferences. What’s cost for a banner stand (cost would be shared across different conferences and efforts)? Jared will talk with Linda.
  + Specific materials, brochures, tchakis.
    - Training group working on something?
      * If training is working on brochures, we should coordinate so that all educational/promotional materials have a familiar look and feel.
      * Wendy will reach out to Training group about this.
      * Jared will reach out to ICPSR folks about brochures and tchakis.
    - Tchakis – we have tons of window sticker things and pins
      * Any others?
    - Brochures:
      * Bullet points, what DDI can do for you, what DDI *has done* for others
      * Links for examples
      * Already have a rudimentary handout available on DDI Alliance: http://www.ddialliance.org/system/files/DDI%20Flyer.pdf