DDI Marketing and Partnership Group

1/19/16

Attendees: Barry, Jared, Wendy

AAPOR presence

* Booth logistics:
  + Booth time/scheduling (4 days):
    - Who is attending for sure? We should confirm everyone’s attendance.
    - Put an announcement on DDI listserve? “Marketing group is targeting AAPOR conference, booth with ICPSR, papers at conference, planning a side gathering of interested parties, a DDI Alliance get together for anyone interested in learning more about DDI. Let us know if you’ll attend.”
    - Jared will take lead on manning booth.
      * Others will man as needed, and will schedule once everyone’s schedules once papers are accepted.
* Reach out to Michelle and Bill about coordinating booth placement with Roper – Jared?
  + Jared sent an email – I will try to followup with Bill.
* Banners, displays
  + Use DDI Alliance logo on big banner that is reusable across many different efforts and conferences. ICPSR will have 3 banners in back of booth – DDI will have one up front.
    - We’ll figure out additional text and send to group for confirmation. Only need a month turnaround.
  + If you go with a bannerstand similar to the ICPSR one (33" wide), the most recent quote (from a year ago) was for $514 each, hardware, dye sub graphic with backing, canvas carrying case. The 12lbs, replacement graphic (if and when you need to update the bannerstand) is $370 and if you want a hard shipping case instead of the canvas carrying case, that would be an additional $220.
    - We’ll go with hard case. Total costs will be $734.
* Specific materials, brochures, tchakis.
  + Training group working on something (Coordination)
    - If training is working on brochures, we should coordinate so that all educational/promotional materials have a familiar look and feel.
    - Jon is on the training group – Amber is lead of training group.
  + Brochures:
    - Already have a rudimentary handout available on DDI Alliance: <http://www.ddialliance.org/system/files/DDI%20Flyer.pdf>
    - Use this current one as a template that can be customized:
      * Better pic (maybe specific to the conference) and a better list of orgs (include NSAs); maybe add hashtag for AAPOR on this.
      * “Join the growing DDI Community” “We are at stand #“
      * We probably also need a tri-fold more generic brochure.
  + Jared and Barry will handle printing and shipping (at least one month before).”
  + Tchakis – we have tons of window sticker things and pins (800 pens, 300 clings, clings, only 70 buttons). Jon has an idea of putting the Twitter hashtag (#AAPOR) on some printed material. Need more buttons – Jared will order.

AAPOR:

* Papers accepted!
  + Jon, Barry, Steve, Jared (Mary)
* Side meeting
* Barry: No new information about AAPOR side meeting; Barry has been in contact with AAPOR people
* Consider firming this up on our own without coordinating with AAPOR?
  + If so, how, where, $,
  + Friday
    - Rooms available at venue? What we will need, how many people, A/V needs.
    - Hosting a reception idea – make it more informal invites, flexible.
      * “We want to find a place for a reception and social gathering of our members.” Don’t use the “reception” language.
      * Some of us get a suite and have a reception in a large hotel room?
  + Confirm we will have attendance?
    - IPSOS wants to attend (Jon).
    - Once we firm up the venue, we can make overtures to potential attendees.
  + Contact Jen one more time; see if Venue
* Make it more of a FYI, we want to let you know we’re meeting with people that are going, do you have any suggestions where we could meet? Find some holes.