DDI Marketing and Partnership Group Minutes

3/29/17

Conference call

Attendees: Barry, Wendy, Jared, Steve

Agenda

1. Tchakis
   1. Vote on items to purchase
   2. Review attendance/representation at conferences
   3. IASSIST sponsorship – other opportunities to promote, schwag in conference bag, etc.?
2. DDI 4 naming
   1. Strategy for updating content (websites mainly)
   2. Communicating/announcement to DDI community
3. Upload Rollling Presentation to DDI Alliance website
   1. Training or promotion?

Notes

1. Tchakis
   1. Vote on items to purchase
      1. Short-term or Long-term, or both?
         1. Thumb drives
            1. Differentiate the drive type or design
            2. Potential to pre-load with files (Tri-fold)? Jared will bird-dog
            3. 4GB $8
         2. Flashing ice-cubes
            1. 2.50 for 1,000
         3. Already have plenty of pens and buttons
   2. Review attendance/representation at conferences
      1. Poll DDI community for attendees at other conferences; coordinate with anyone who is attending:
         1. ESRA
         2. APDU
   3. IASSIST sponsorship – other opportunities to promote, schwag in conference bag, etc.?
      1. San Cannon: on conference website/signage, link onwebsite, name/logo on bag, \*small table for lit/promotion, \*literature in conference bag.
2. DDI 4 naming
   1. **Strategy for updating content and development work internally**
      1. Internal documentation on DDI 4 refers to “Views”
      2. Ubiquitous – Jon Johnson took time to make documents consistent
         1. In order for internal documents to be consistent retroactively, we would need to rename all the extant materials.
      3. File issue in JIRA
   2. **Communicating/announcement to DDI community**
      1. DDI Directions and listserve
   3. Reiterate that for promotional and marketing purposes, DDI is referred to as “DDI” without mentioning or differentiating various DDI products.
   4. Wendy, no space for official title: “DDI4”
3. Upload Rollling Presentation to DDI Alliance website
   1. Training or promotion?