DDI Marketing and Partnership Group Minutes

6/1/2021

Conference call

Attendees:

Agenda

* Marketing budget review
	+ Modest request to fund conference sponsorships and marketing materials
* Marketing report activities?
	+ Marketing reporting group to EB
	+ Outreach was curtailed via pandemic
	+ Emphasize outreach has been proceeding through coordination with other groups
	+ Activities with Training and TC
		- Videos
		- Webinars
		- Product releases
* Intro to DDI Video
	+ Edited script language
	+ Provide basis for further in-depth videos in series
* Research report update
	+ Assign sections to marketing groups.
	+ Be clear how this shapes future efforts:
		- Shape annual survey
		- Provide in-depth information; pro-actively seeking member input.
	+ Tabled:
		- Send thank you letter from Jared and Steve
		- Along with thank you packets (tchakis or virtual packets (Zoom background?) to respondents