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