

# MARKETING COMMITTEE

1. The Marketing Committee has been established as an agency to promote all aspects of the SEPPA convention, not only as a means of producing more attendance, but to acquaint the membership with the educational and fellowship opportunities available at the regional convention.
2. The committee is comprised of: Three marketing specialists from those exhibitors who support the activities of SEPPA. These members are appointed by the President upon approval of the Executive Committee. Also included are: Convention Chairman, Trade Show Chairman, Executive Director and President, as chairman
3. This committee shall meet as soon as practical after it has been formed to review efforts of the previous convention's marketing and study ways and means of doing the job better for the next convention.
4. They shall establish a timetable for the marketing events and designate persons to carry out each event according to the schedule.
5. They shall study all phases of public relations involved with the convention and make recommendations for producing more effective brochures, releases and magazine articles.
6. They shall address any special recommendations made by the President or Executive Committee and suggest ways of implementing any special programs, which would make the convention more valuable to its members.