

Communications/Marketing

Chair: Robert Thompson – Thompson Wesley Wolfe

Purpose: To provide committee chairs and staff the tools and support necessary to communicate their goals, accomplishments and actions to the Chamber membership, media and broader community

- Increase awareness of the Chamber's actions and accomplishments
- Meet on a monthly basis with a representative from each committee to discuss accomplishments, events and points of interest to communicate and/or promote for the upcoming month
- Assist in the creation of collateral materials used in the promotion of Chamber events
- Complete a redesign of the Broadband Beat to streamline content and provide a fresh, new look
- Develop and publish the new Chamber Membership Directory to include a complete redesign that provides a distinct, fresh graphics platform; the development with key staff, committees and members of a strategic content outline that identifies community strengths and resources; a complete re-write of all copy for each section to fulfill the goals of the strategic outline