

MPI Minnesota Chapter

11/6/11

Communications Team Status Report

Date: 2011 - 2012 Goals

Position: Nikki Huckstadt, VP of Communications, nhuckstadt@carlsonwagonlit.com

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Strategic Goal #1	Collaborate with other committees to communicate their agendas, objectives and activities	Completion Date	% Complete
Action Item 1.1	Providing ongoing support to the other committees to convey their messages to the chapter.	June 1, 2012	30%
Action Item 1.2	Develop a strategy around the communication tools and where content should be directed (i.e. MOTM, email blasts, social media etc.)	June 1, 2012	10%
Strategic Goal #2	Enhance Social Media Efforts		
Action Item 2.1	Encourage all committee members to engage in social media each month	June 1, 2012	20%
Action Item 2.2	Post invitations to join our social media links via MOTM, on website, News Notes, email blasts, and podium announcements.	June 1, 2012	20%
Action Item 2.3	Develop a social media analytics reporting system through Non profit solutions (# of website hits, # of Facebook friends, # of followers on Twitter, etc.)	June 1, 2012	10%
Action item 2.4	Look for a member who can help Communications learn more about posting video and how to incorporate that into our social media feeds	Dec 1, 2011	75%
Action item 2.5	Link to other MPI chapters and follow them on Facebook, Twitter and LinkedIn	Dec 1, 2011	25%
Strategic Goal #3	Professional photography		
Action Item 3.1	Camera present at each monthly meeting and ATM - create a pool of photographers to choose from and ensure someone is at every MPI event.	June 1, 2012 Will monitor monthly	20%
Strategic Goal #4	Increase External PR media exposure		
Action Item 4.1	Revise media list and continually update	October 1, 2011	100%
Action Item 4.2	Build relationships with key media contacts in Twin Cities by targeting certain meetings/topics that we'd like coverage on.	Dec 31, 2011	30%
Action Item 4.3	Draft and edit press releases about monthly meetings, special events and anything newsworthy to share.	Monthly	30%
Action Item 4.4	Send out follow-up press release and photos to the media after every monthly program	Monthly	20%
Action item 4.5	Figure out strategy for cross promoting MPI events with other associations (i.e. ISES, MSAE, IAAP etc.)	Jan 1, 2012	20%
Strategic Goal #5	Enhance Internal PR		
Action item 5.1	Encourage a student member to join our committee and help interview for articles for MOTM.	Dec 31, 2011	0%
Action item 5.2	Tie international news into MOTM with a local flair for 3-4 MOTM articles throughout the year.	June 1, 2012	10%

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Action item 5.3	Create Membership Matters section in the newsletter that will highlight the benefits of being an MPI member.	October 1, 2011	100%
Action item 5.4	Supplier showcase section, where we can post articles about suppliers and highlight a hotel venue and non-hotel venue each month.	Monthly	20%

Communications Team activity this month:

- See website statistics attached.

Communications Team requests the following board agenda/motion/action:

- Please continue to follow the guidelines in the communications tools document
- See attached

Upcoming team plans:

- In person committee meeting is Wednesday, November 9th at the Event Lab office.
- December 7 ATM
- Working on our idea for the silent auction basket theme.

Communications needs for this month's chapter meeting:

Additional comments: