

USA Marketing and Communications Advisory Committee

Friday, May 1, 2015

Agenda

- ❖ Welcome and Introductions

- ❖ Advisory Committee Goals for 2015
 - Advisory Committee Roles and Responsibilities

- ❖ Partnership and Process with Ologie

- ❖ Brainstorming for Ologie Discovery Process
 - What does the agency need to know about USA?
 - What materials should be provided to them?
 - Who should they interview for the internal branding study?
 - What are the special aspects of South they should consider?

- ❖ Discussion of general USA marketing/branding issues, questions, concerns

- ❖ Homework
 - Send Copies of All Major Publications (print run of 1,000 or more)
 - Send Outline of Business Cycle (i.e. when will pubs be redesigned and/or reprinted?)

- ❖ Next Meeting:
 - Date/Time (what works best?)