

# MCA of Chicago Marketing Committee

## Purpose

Responsible for MCA marketing activities. Responsible for shaping the content of MCA publications, suggest and approve marketing campaigns, examine the effectiveness of current marketing and ensure future marketing aligns with association goals.

## Committee Members

Monitor, approve and allocate marketing budget according to existing plans. Propose topics for articles, events to cover, industry news to share, etc.

## Things to Remember

Relevant information is the key to keeping our members informed!

Make sure you're open to getting MCA information in multiple ways!

Please send your comments to a member of the Marketing Committee!

Marketing is achieved through print, electronic, web, graphics and more.

Suggestions, comments and ideas from MCA members are the best way to keep the marketing committee functioning properly.

The marketing committee is responsible for getting the information our members need to know into their hands.

## Commitment

- Attend monthly marketing meetings, which may be in person or via conference call.
- Provide prompt feedback regarding content ideas and publication approval.
- Attend yearly marketing mapping meeting.

## Goals

- Help plan marketing projects, as detailed by the yearly project list.
- Hold a Marketing Focus Group to determine marketing reach and member's needs.
- Develop a marketing plan and timeline.

## Contact

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