American Society for Indexing

COMMITTEE REPORT

## Please return this report electronically no later than Wed., April 17, 2019.

email: gwen@asindexing.org

Name of Committee: Conference Marketing Date: April 17, 2019

Name of Chair: Kendra Millis Email: khmillis@gmail.com

Name of Board Liaison: Email:

Other Committee Members (names and email addresses). Add second sheet if necessary.

REPORT OF PLANNED ACTIVITY: **May 1, 2019–April 30, 2020**

(Use as much space as desired.)

* Prepared approximately 10 eblasts for distribution, highlighting various conference sessions, workshops, and benefits of attendance. Texts of eblasts were given to ED for her use as needed.
* Worked with ED to select small gifts for conference attendees.
* Coordinated with ED regarding mailing for conference, conference logo, and other elements as needed.
* Followed online discussions and responded with information about the conference when appropriate.
* Sent conference information to sister societies.
* Assisted ED with plans regarding conference bags, ideas for sponsors, sending email information to potential attendees who are not ASI members.

REQUESTED BOARD ACTION:

One of the biggest thing that board members can do to help in the conference marketing effort is to encourage colleagues and new indexers to attend. All board members have attended the conferences, and so they are in a good position to discuss the benefits to be gained by going. While we do all we can to draw attention to the conference in the lead up to the actual event, encouragement to consider attending a conference can happen year-round.