1700 - MARKETING

A. Purpose
1. To serve the publications, conference and membership committees, adopting agendas from them and promoting their programs. The overall goal would be to increase membership and revenues. The Marketing Committee would promote such programs to two tiers of target groups: internal target group consisting of individual chapter members, members at large, and industrial members; then external target group consisting of international members, emergency response community members, trade schools and colleges, and finally associated groups (IIAR, IARW, ASHRAE, etc.)

B. Responsibilities
1. Work with staff to develop drafts of promotional material for review by the Publication/Membership/Conference Committees and the Board.
2. Budget production and distribution of promotional materials for review by the Board.
3. Coordinate with staff to distribute such materials.

C. Committee Make Up
1. The Marketing Committee members are volunteers from the general membership and assigned staff members.
2. The Chairpersons of these working committees are compulsory members of the Marketing Committee:
   - Membership
   - Conference
   - Education
   - Certification
   - Publications