



<http://www.epictoledo.com/>

*The Marketing & Membership Action Team markets EPIC and its Action Committees' initiatives to members and prospective members while partnering with community organizations to promote opportunities for involvement to make a positive impact in Toledo. They also put on New Member Mixers for new and prospective members. This committee is also responsible for putting out the EPIC Census each year and finding new ways to retain and attract members.*

### **1/13/12 Marketing and Membership Meeting Agenda Chamber Conference Rom - Noon**

- 1) Overview of Year and Goals
  - Increase and Retain Membership
  - Increase EPIC attendance at Signature Events (Bday Bash, Golf Outing, Fashion Show, and Summit)
  - New Member Mixers (2/22, 7/14, 9/5, 11/14)
  
- 2) Involvement Opportunities
  - Campus Initiative
  - That's My Epic
  - Marketing Success of Events (via Facebook, Linked In, etc...)
  - New Member Calls
  - Monthly Meeting Coordinator
  - Community Impact Action Team needs suggestions for EPIC Partnership (events)
  
- 3) Committee Meetings
  - Marketing/Membership** – 2<sup>nd</sup> Friday of the month at noon
  - February 10<sup>th</sup> – Toledo Free Press w Tom Pounds (12:30pm)
  - March 9<sup>th</sup> - Madhouse Marketing w Bill Sattler
  - April 13<sup>th</sup> – Coact Associates w Shelia Fuentes and Brooke Tibbits
  - May 11<sup>th</sup> – County Commishioners Office w Skuylar Beckwith focusing on Social Media
  - June 13<sup>th</sup> – Stroh Center BGSU

**Community Impact** – 3<sup>rd</sup>. Weds of the month at 5:30p.m.

**Leadership/Professional Dev.** – 3<sup>rd</sup> Tuesday of the month at 5:30 p.m.

**Cultural Arts** – 3<sup>rd</sup> Thursday of the month at 7:30a.m. – Downtown Latte

**Networking/Social** – 2<sup>nd</sup> Thursday of the month at 4:30p.m. followed by the Social! (meeting is at the same location as Social)

4) Upcoming events

January 26<sup>th</sup> at 5:30pm - EPIC UnPLugged at Healthcare Reit

March 9<sup>th</sup> - Birthday Bash at Secor Building

March 22<sup>nd</sup> - Soup and Sips at Toledo Botanical Gardens

Lunch N Leads – Every 2<sup>nd</sup> and 4<sup>th</sup> Wednesday of the Month at NOON – Mancy's Bluewater