

ATAA — Chapter Office Bearers The Chapter Marketing Coordinator

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One activity that the ATAA and its members need to engage in on an ongoing basis is that of marketing the ATAA and its activities.

What is “marketing”?

In somewhat simplistic terms it is:

- the advertising and promotion of the organisation and any of its products
- to specific market segments,
- with an over-arching strategy that describes the objectives and the steps in achieving all this.

For the ATAA this might include marketing the:

- organisation to potential members in the hope of gaining new members, and/or
- ATAA Annual Conference to both current ATAA members and to non-members.

Marketing in the Chapters

The ATAA already has a Marketing portfolio at National Board level, with an overseeing and coordinating director. With the Annual Conference approaching, the ATAA now needs to actively extend the marketing efforts into every chapter by having someone in each chapter carry the responsibility of implementing marketing related activities — such as active promotion of the annual conference. We don't want this to continue to be only the Chapter President of-the-day.

Chapter Marketing Coordinator guidelines:

The ATAA Board wants to encourage each ATAA Chapter to have a Chapter Marketing Coordinator who will be the focal point for promoting the conference in the chapter, and will be the local expert on the conference and its happenings. Note the following key points:

1. Appointment — The local Chapter President is responsible for the appointment of the Chapter Marketing Coordinator. The Chapter President may enlist the assistance of others in order to find the best person for this very important role.
2. The Chapter Marketing Coordinator does not have to be a currently serving Chapter Councillor. This person could be anyone from within the Chapter; but would ideally eventually become a Councillor.
3. Responsibility — Unlike other Chapter office bearer positions, this person needs to liaise with the National Director responsible for Marketing.
4. Prerequisites:
 - Be a financial ATAA member in the Chapter.
 - Have attended at least one national conference previously (preferably in the last few years).
 - Have a sincere interest in being the local conference expert in order to help others understand all about the conference — the program, the speakers, the huddles, and how to get to the conference.
5. The first principal task of the Chapter Marketing Coordinator will be to actively promote the Annual ATAA Conference by:
 - being the local knowledgeable expert regarding the next Conference;
 - receiving the printed advertising brochures, and make them available at Chapter meetings;
 - actively promoting the conference within the Chapter;
 - ensuring that the conference is actively promoted at every possible Chapter meeting by making the conference advertising flyer available, and by speaking to the assembled meeting.
 - undertaking other conference marketing activities as may be determined.
6. Other ongoing tasks for the Marketing Coordinator will be to liaise with the ATAA Marketing Director on more general matters relating to the marketing of the ATAA and its activities.

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(2011 Conference Marketing)