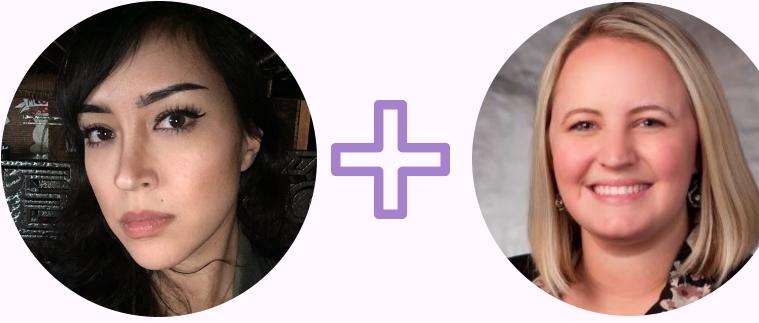


2017-2018 National Marketing Committee



Victoria Kurczyn Marketing Chair

North Central Region Pittsburgh, PA Chapter #161 kurczyn@CaseSabatini.com

Jessica Huff Marketing Co-Chair

South Central Region Jackson, MS Chapter #28 jessica.huff@rac.com

nawic.org/nawic/Membership.asp



INCREASE AWARENESS OF NAWIC



Owned Media

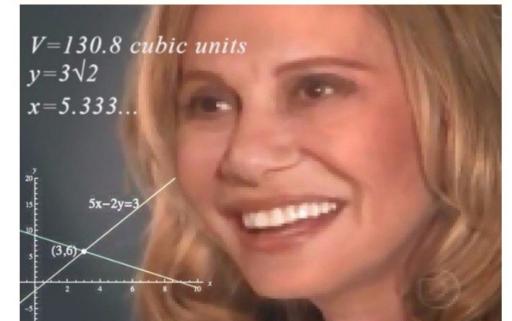
NAWIC Connection NAWIC Image Chapter + Regional Newsletters You can contribute valuable content!

Face-to-Face

All NAWIC members are the Public Relations Committee of NAWIC! Use and expand your network. One way is to attend other association events - reciprocate support! When you agreed to help your chapter/region with the marketing but don't actually know what to do:



Then you realize your National Marketing Committee has your back and has literally felt the same:



2 PROVIDE STRUCTURE **& SUPPORT** FOR ALL MARKETING **INITIATIVES**

Marketing + Membership Happy Hour

NAWIC Marketing & Membership Happy Hour 2017-2018

> 2nd Wednesday of the Month 12:30 p.m. EST



- SEPTEMBER 13TH -AMEC TOUCH-BACK YOUR ROLE AS REGIONAL CHAIR

- NOVEMBER 8TH -FOCUSING ON THE PROFESSIONAL YOU

- JANUARY 10TH -PLANNING AHEAD: WIC WEEK 2018

> - MARCH 14TH -LEVERAGING WIC WEEK TO BOOST MEMBERSHIP

> > - MAY 9TH -MID-YEAR REVIEW

- JULY 11TH -PLANNING AHEAD: AMEC 2018

B COLLABORATE WITH MEMBERSHIP

For the very BEST results, Marketing + Membership go together like PB+J!

By joining forces, our two committees become more effective. We can reach a broader audience and create a strong and cohesive message.





*one winner from each chapter size category: small, medium, and large