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# Information and Publicity Committee

National Convention Presentation 4 August 2023



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## **Information and Publicity Committee**

### **AGENDA**

**Introductions**

**Define IPC Role**

**Subjects for discussion**

**Importance of Navigating MOWW Website**

**Develop partnerships with local orgs**

**Use of Communication Opportunities**

**Integrate MOWW Branding Guidelines**

**Wrap-up & Recruit New Committee Members**



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# Information and Publicity Committee

**INTRODUCTIONS**

**IPC MEMBERS**



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# **Information and Publicity Committee**

## **ROLE OF IPC**

**Provide Guidance**

**Chapter Information and Publicity Program**

**Develop National Marketing Program**

**Chapter Marketing Program**

**Social Media Program**



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## **Information and Publicity Committee**

### **Subject of Discussion – 1**

#### **Importance of Navigating MOWW Website**



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### **Subject of Discussion - 2**

**Develop Partnerships with other Organizations**



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### **Subject of Discussion - 3 Use of Communication Opportunities**



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### **Subject of Discussion - 4 Implement Branding Guidelines**





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**QUESTIONS???**