

**Chapter Marketing Call
Discussion Notes
August 29, 2018**

Invited participants:

Chapter Presidents, Chapter VPs/Development, Publications, PR, and Internet Communication Chairs

Leadership Conference

Market it at your upcoming events! Miami, FL – find details here:

<http://newh.org/2019-leadership-conference/>

Email going out to chapters presidents and vps soon – the conference is open to members/nonmembers – anyone in hospitality – excellent networking event – great speakers. Registration will open middle of September – we are finalizing Saturday afternoon excursions so they can be included on the registration as well

Event Invitations

Reminder... be sure to add event details to invites so people know what to expect at your event... will there be a tour? Speaker? Drinks/apps available? etc. – include in your invitation wording to entice people to sign up – make it exciting!

Check Out Your Chapter/Region pages

- Check your chapter/region's website event calendar to be sure it is correct (this is where the events are pulled to be put into the next NEWH magazine). Members from other areas may be planning their travel around your scheduled event so we want to be sure those dates are correct
- Look at your chapter/region website and send any text updates or banner photos updates (landscape, group shots preferred) to Diane – make it your own, give it your own local touch (see Northwest's chapter page – the text on your landing page can be whatever you'd like it to be) – does it look interesting? Do you have event recaps out there? Are there updated sponsor logos? Are you enticing potential members to come to your events/join your chapter?

Social Media

Be sure NEWH Inc. office has your social media logins/passwords on file.

New York – has started Instagram and they have been able to use that in a very positive way and getting good results.

No job postings should appear in your social media. The NEWH Career Network is a revenue generator for us and we want to be sure it stays that way. If anyone you know is interested in placing an add – please direct them to the website (Resources Tab, Career Network) – or call Diane at the NEWH Inc. office.

South Florida – they do a lot of video posting on Facebook and Instagram – and have been getting good reaction to those live posts and encourages participation to the event.

Northwest - had set up templates for a lot of their bigger events so that has saved time for them when setting up event notices/posts. Put samples of those on website.

Chicago – has posted the scholarship stories video on social media with good results.

Any questions?

- Contact the following NEWH, Inc. Board of Directors:
 - Leigh Mitchell leighmitchell@mza-usa.com NEWH, Inc. VP Development
 - Helen Reed helenreeddesign@gmail.com NEWH, Inc. Digital Director
 - Trisha Poole trisha@designpoole.net NEWH, Inc. Past President

We look forward to assisting you in any way we can to make your job easier! 800-593-6394