

IMSS Planning Committee Publicity Committee Chair POSITION DESCRIPTION

PURPOSE

- Coordinate the publicity activities for IMSS
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TERM

- 2 years, serving as Publicity Co-chair in year one and Publicity Chair in year two
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QUALIFICATIONS

- ASCLS Professional or Emeritus membership and reside in Region VIII
 - Recommended experience that would be helpful to someone holding this position:
 - Previous experience serving on conference planning committee at the state or regional level.
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DUTIES

- Send “Save the Date” notices of the seminar ASCLS Member Community, and all of the websites of the 5 states in Region VIII
- With the help of the planning committee, develop the logo for the upcoming meeting; save the logo using formats that all committee members can use in their communications
- Monitor and update the IMSS Facebook page with the link to the IMSS web site
- Create, Print and distribute items such as Save the Date Business Cards, Save the Date Flier, Updated Flier, and Registration/Program Mailer as determined by the planning committee. Refer to the previous year's committee report for the number of printed materials needed.
- Assist Sponsorship Chair in obtaining materials (pens, note pads, etc, not to include any objects bearing the logo of any potential exhibitor not exhibiting) for registration packets.
- Obtain the list of exhibiting companies from the Exhibit Coordinator for inclusion in the program mailer.

- Obtain the speaker and session information from the Program or P.A.C.E. Chair for inclusion in the Program Booklet.
 - Send regular teasers out on the member community regarding speaker and session information.
 - Set up the meeting app with all current information
 - Prepare periodic reports of activities for the Planning Committee and the Region VIII Council.
 - Prepare a final report for the IMSS General Chair following the meeting.
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EXPECTATIONS

- Meeting attendance & Travel requirements: Attend all planning committee meetings, attend IMSS
 - Reports: monthly reports to planning committee; final report to IMSS General Chair after completion of conference
 - Deadlines: as needed for a successful meeting
 - Average time commitment: Approximately 4-6 hours per month until about 2 months prior to the conference, then time commitment increases according to planning needs.
 - Financial considerations: Lodging is reimbursed 1/2 night at Snow King, or 100% if using a planning committee condo; each committee is allowed one complimentary registration (if 2 chairs, each is allowed 50%)
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RESOURCES

- Mentors: Region VIII Director, past IMSS Planning Committee chairs, past IMSS planning committee members
 - Materials: Green Book folders in Box shared IMSS folder
 - Helpful Hints & suggestions: Good communication skills and organizational skills, access to means to create booklets, flyers, etc. – use of Publisher is helpful
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BENEFITS

- Contributions to the profession: Coordinate with the planning committee to publicize information regarding IMSS.
- Skills developed/enhanced: details related to planning activities, computer skills such as using Publisher, work with meeting apps
- Contacts / networking opportunities: Meet and develop relationships with colleagues throughout Region VIII
- Travel opportunities: Jackson, Wyoming