

Marketing Committee

The Marketing Committee is a Standing Committee that designs, develops, and facilitates marketing and sponsorship opportunities for the Association. Goals of the Marketing Committee are to:

- promote the Association and the profession of athletic therapy to potential sponsors;
- develop public relations campaigns to increase athletic therapy awareness to the general public;
- develop Association tag lines for easy understanding of the Association's profession;
- investigate and develop special events and projects to promote athletic therapy in Alberta;
- investigate advertising campaigns;
- monitor and update marketing information and materials made available on the Association website at www.aata.ca; and
- maintains and monitors information made available through social media marketing (*i.e.* Facebook, Twitter).

COMMITTEE STRUCTURE AND MEETINGS

For more information, see *Committee Structure, #3-1* and *Committee Meetings and Reports, #3-2*.

The Marketing Committee will consist of at least four (4) Certified Members, with status maintained in the Association.

RESPONSIBILITIES

Chairperson

For more information, see *Committee Responsibilities, # 3-3*.

- Serve as liaison between the Association and Board of Directors.

The nominees:

- must be Members of the Association who have maintained their status with the Association; and
- are expected to commit to a minimum one (1) year term on the Committee.

Members of the Marketing Committee

For more information, see *Committee Responsibilities, # 3-3*.

In addition, Members of the Marketing Committee must:

- explore, develop, and support sponsorship opportunities for province-wide events;
- inform Membership of new sponsorship contracts and marketing events and encourage their attendance and/or use of their service/product;
- prepare marketing documents;
- investigate cost of products to promote Alberta Athletic Therapists Association (AATA) amongst Members;
- investigate, develop, and initiate special events and/or projects (may be stand alone or strategic partnerships with other organizations);
- increase the exposure and reputation of the AATA to the general public and our Membership by organizing and coordinating special events;
- investigate the AATA's presence at conferences as presenters or exhibitors;
- use social media marketing to provide information about the AATA; information about the profession of athletic therapy to the general public;
- use social media marketing to establish a presence, connect with others, and share information between Members of the Association; and
- investigate professional marketing and advertising opportunities.