

Final Committee Report

1. Committee Name
 - **Marketing & Publicity**
2. What worked well?
 - **Chair and chair-elect really led the overall Marketing effort by keeping activities on-time and on-budget while generating and following through with many ideas and also while trusting the Marketing Team to lead many efforts**
 - **Pittcon Party promotion and event**
 - **Pittcon Booth**
 - **Interactive Pittcon Booth surveys**
 - **Pittcon track pins**
 - **Social media ads**
 - **Geofencing ads**
 - **Email marketing**
 - **On-site exhibitor and attendee surveys**
 - **Online content marketing**
 - **Pittcon philanthropy campaign (impact unit, signage, articles, press releases, etc...)**
 - **Pittcon press conference**
 - **Local (Chicago) media engagement**
 - **Local market campaign, including utilizing Choose Chicago**
 - **Photo booth and Headshot lounge**
 - **Sponsorships**
3. What didn't work so well?
 - **Pittcon Pocket Guide and Pittcon Buzz**
 - **Postcard Thank You (first time we did this)**
 - **Staff transitions led to a very hectic schedule**
 - **Not having a strict marketing staff schedule in place for Pittcon 2020 on-site**
 - **Not having a strict volunteer staff schedule in place for Pittcon 2020 on-site**
4. What improvements would you suggest to either fix issues you had or to reduce the risk of problems in future years?
 - **Three-year strategic marketing approach**
 - **Improved annual marketing plan to coincide with strategic marketing approach**
 - **Increased budgetary monitoring, increased updates from accounting**
 - **Increased and earlier communication with local market**
 - **More on-site assistance (signage, Pittcon Booth, surveys, Dr. Pete, Publicity Office, etc...)**
 - **Increased staffing for on-site surveys, or an improved plan for on-site surveys**
 - **Improved features of the app**

5. Was your space in McCormick Place convention center adequate for your Committee's operations?
 - **Yes**
6. Did you receive any feedback from attendees or exhibitors that you would like to pass on?
 - **Yes, on-site exhibitor and attendee surveys are attached**
7. Did the vendors who you dealt with complete their contracted work efficiently, on time, and on budget?
 - **AZoNetwork – Yes, very pleased**
 - **Competitive Edge – Yes, very pleased**
 - **Scott Merriman – Yes, very pleased**
 - **Champ Printing – Yes, very pleased**
 - **DMS – Yes, very pleased**
 - **CE Communications – Work not completed efficiently**
8. Please attach or submit a time line of key events for your Committee.