

December 8, 2010

International IPM Symposium

Media/Outreach committee meeting

Present: Elaine Wolff, Jack Marlowe and Kaci Buhl

- 1) Overview
 - a. In June 2010, the “Mark Your Calendar” announcement was released
 - b. The Program Committee is pretty firm with their keynote/plenary speaker selections, though a final list is not yet available
 - c. The Program Committee is taking a different approach, using four major theme areas with the four plenary speakers, and their presentations will be held throughout the Symposium.
- 2) Call for Program Proposals
 - a. Goal release for this announcement: January 15, 2011
 - b. Needs:
 - i. Final list of plenary speakers from the Program Committee
 - ii. Web-based portal for receiving program proposals (Website Committee)
 - c. Versions:
 - i. Web version
 - ii. One-page pdf version
 - iii. Facebook/Twitter snippets
 - d. Elaine said that the one-page announcement worked well last time around, so that version can be used as a template.
- 3) Facebook
 - a. Kaci has been developing content for another Facebook page related to her work, and is new to the process.
 - b. Jack has been using Facebook and Twitter in his work for some time, and he offered the expertise of one of his employees (Brittany) last time we spoke.
 - c. Kaci suggested working directly with Brittany to put up the Facebook page for the IPM Symposium; dates will be exchanged to set up a meeting.
 - d. Jack said that Facebook and Twitter go hand-in-hand, so there’s a benefit to using both platforms.
 - e. Elaine is excited about opportunities to reach more people and groups with the new technology.
- 4) Interested parties
 - a. Elaine said she would like the committee’s help identifying interested parties to inform about the Symposium.
 - i. Commodity groups, associations, government, academic and commercial entities
 - ii. Particularly those interested parties that reside within a four-hour drive of Memphis
 - b. Elaine will send a list of interested parties to Kaci; Kaci will add suggestions and collect ideas from the rest of the committee
 - i. Email is a preferred method of reaching out; low/no cost
 - ii. Mailings could be considered, if the committee recommends it
 - iii. Phone-calling has not been done before
- 5) Kaci will provide the committee’s update to the Steering Committee on 12/9