

RMT Marketing Coordinator – Task List 2019-2020

Regional Competition	Due Date
Design Contest Logo – ???	
Jumbotron – Nancy Appel - nancyappel@juno.com Puts all the slides and everything together! ➤ Longevity slides – Jan Seale - xmasseal@aol.com – gives the information to Nancy Appel. Nancy will create this slide. ➤ QC Club slides – ➤ Split the Pot – ➤ Coach of the Year – Stacy St. John approves ➤ Parade of Champions – QC Club – Michelle ➤ Upcoming Regional Events – Kristie Clark & Natalie Allen - Natalie needs to approve. natalieallenr4edcoor@gmail.com ➤ Choruses/Quartets Performing at International – Kristie Clark ➤ Advertisement for Jumbotron purchases - Kristie Clark ➤ Hospitality Room Slide – Kristie Clark	
Reserved Seating – Kristie Clark	4/2/20
Various Flyers –Natalie Allen ➤ Save the Date – Kristie Clark ➤ Jumbotron/shout Outs ➤ Scooter Rental – Wendy Gillette/Sue Pelley ➤ Afterglow- Wendy Gillette/Sue Pelley ➤ Webcast-Donna Elbahar/Jamie Kamin ➤ Hub – Lisa Whittaker kentuckygirl1961@yahoo.com ○ Solicits Jumbotron ads from Hub vendors	
Publicity with Local Media ➤ Develop a list of local Cincy media/print ➤ Creates and distributes electronic press releases – information from convention center ➤ Need approval from the Panel Chair ➤ Coordinate Press Activates During Contest – Kristie Clark ➤ Assigned one person to work with the media – Kristie Clark	1/15/20
Scoresheets Newsletters ➤ Create and Publish electronically on Friday & Saturday Evening	
Regional Educational Events	Due Date
➤ Create Event Flyers – All information comes from Natalie Allen ○ Flyer 1 – Save the Date - 6 months prior to event ○ Flyer 2 – More Information About event – 3 months prior ▪ Faculty/hotel/upcoming registration information ○ Flyer 3 – Final Flyer – All Event information ➤ Singing Summit January 2020 24 th & 25 th ➤ Contest April 2 nd – 4 th , 2020 ➤ Leaders Workshop June 19 th – 20 th , 2020	

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➤ Reserved Seating – Show of Champions Event – Kristie Clark	
International Competition – Kristie	Due Date
<ul style="list-style-type: none"> ➤ Designs jumbotron slides for international chorus and quartets competitors ➤ Pep Rally Activities 	7/19/19
International Educational Events	Due Date
<ul style="list-style-type: none"> ➤ RMT Training - New Orleans Monday, September 16, 2019 from 8:00 AM to 6:00 PM (CDT) New Orleans, Louisiana ➤ Promote International Events – IES, Queen’s College, etc. 	10/1/19
Regional Publicity - Jeanne Delahunty	Due Date
<ul style="list-style-type: none"> ➤ Create/Distribute to all chorus/presidents/team leaders/marketing people <ul style="list-style-type: none"> ○ Fill in the blank press releases <ul style="list-style-type: none"> ▪ Guest Events ▪ Performance Events ▪ Special Fundraising Events ▪ Guidelines for obtaining local PR 	Done May 2019
Regional Marketing	Due Date
<ul style="list-style-type: none"> ➤ Create and implement Regional Marketing Plan ➤ Create and implement regional marketing training events held during educational events 	8/1/19
Regional Facebook Page – Kristie Clark	Due Date
<ul style="list-style-type: none"> ➤ Regular posting to promote regional/international actives ➤ Photography at Regional Events 	
Regional Calendar of Events – Jeanne Delahunty	Due Date
<ul style="list-style-type: none"> ➤ Update and distribute 	
Other	Due Date
<ul style="list-style-type: none"> ➤ Design and distribute business cards, letterhead, press release letterhead ➤ PassPort runs through 2020. Prize: Front row seat for the 2021 contest and all 2021 regional events fees paid. Including, workshops, regional events and region dues. Maybe pay international all events for 2021. 	