

NATIONAL ORIENTATION MANUAL * POLICIES AND PROCEDURES

COMMITTEE TERMS OF REFERENCE

Name:	Marketing
Type of Committee:	Standing Committee
Focus:	Outwards
Accountability:	Executive Board
Ex-Officio:	National President
Membership Composition:	Standard National Committee Reference
Meetings:	Standard National Committee Reference
Staffing:	Standard National Committee Reference

Purpose/Mandate:

The Marketing committee is responsible for the branding and recognition of CCI to the public, condominium and strata owners, professionals, and business partners.

- (a) Initiatives to expand CCI's brand recognition by the public
 - Using all available technology, including social networking, to enhance communication and marketing, by recommending communication policies and strategies
 - Develop, maintain, and evolve a marketing plan for CCI
 - Ensure the public website information is current and relevant
 - Brand CCI as the primary national resource of condominium and strata expertise to all levels of government and media outlets
 - Creation/dissemination of press releases
 - Perform a strategic review of other industry organizations to evaluate their marketing successes in order to implement similar initiatives for CCI
 - Investigate/Create/Maintain discount opportunities for members

- (b) Consistency of CCI's brand within CCI
 - Maintenance and updating of brand identity manual for Chapters
 - Development of physical and electronic materials to be used by Chapters to promote the CCI brand: Banners, Table Wraps, Letterhead, Logos, Iconography
 - Evaluate and recommend policies for chapter communications strategies
 - To develop and maintain marketing packages for chapter use to in developing their own media strategies
 - Develop an inventory of print, online, and physical ads that can be utilized in each market segment of membership target group

- (d) Market the Accreditations
 - To develop a marketing plan to promote the program to chapters, to professional members, and explore new opportunities and untapped markets

- Explore opportunities and benefits for current ACCI members

- (e) To explore new opportunities for membership growth and untapped markets
 - Work with chapters to develop strategic partnerships with other membership organizations that could foster CCI membership growth
 - Develop initiatives to assist chapters in recruitment of new members
 - Create a membership resource guide

- (f) To explore partnership opportunities
 - Create a presence or partnership with an existing organization in each of the top 10 condominium municipalities
 - Collaborate with educational organizations that would brand our position as Leaders in the industry

2018 Identified Priorities:

These priorities do not constitute part of the Terms of Reference, but outline the current priorities of the committee, in conjunction with the purpose/mandate of the committee. These are expected to be reviewed and updated yearly by the National Executive.

1. National Member Survey – what are the results and how to implement in 2018
2. Develop policy and guidelines for the use of CCI's Educational presentations – for example, the use of sponsor logos and placement on materials. Policies to be followed by all chapters.
3. Review of CHOA/ACMO to see what they are doing right and compare
4. Look to defining the "face of CCI"
5. Create a National Marketing Plan
6. Analysis of our current membership from the database we have
7. Examine the opportunities of PPP (Public Private Partnerships)
8. Examine the opportunities for discount program based on membership
9. To have a presence or partnership with an existing organization in each of the top 10 condominium centers
10. To have formal collaborations with educational organizations, that would brand our position as leaders in the condominium industry.
11. Membership Resource Guide