

## **LAI PR COMMITTEE REPORT – LEW BOARD BOOK VANCOUVER LEW, SEPTEMBER 2017**

The LAI PR Committee focused on an array of projects during the period between Philadelphia and Vancouver LEW meetings, April – September 2017.

### **ORGANIZATION**

The Executive PR Committee held conference calls in June and August to discuss major issues to share with the Chapter PR / Communication Committee and appropriate LAI officers. Members include Cassandra Francis (Chair), Steven Gragg, Robert McBride, Holly Elmore, Alan Nevin, Sheila Hamilton, Phil Adams.

A Chapter PR Committee call was held in June, postponed in August. Comments from these meetings are reflected in specific activities noted below.

### **PROJECTS**

#### **Best Practice “Check Lists”**

This series of easy to follow tutorials assist chapters and revolving chapter leads in implementing a variety of communication activities.

Messaging was distributed during the Philadelphia LEW for comments and finalized this summer. A graphic template will be created in October for distribution to Chapters and placement on the LAI website.

#### **LAI Wearables and “LAI Store”**

The objective is to make attractive LAI branded clothing and other items available for members to purchase.

Following discussion at the Philadelphia LEW, the committee proceeded with the goal of identifying a vendor who can eliminate the need and cost of stockpiling items.

Sheila Hamilton identified such a vendor who is creating an online “LAI Store” for members to place direct orders. Details will be shared during the Vancouver LEW meetings.

#### **Member Research Project**

The Executive Committee recommended and the President’s Round Table agreed it is appropriate to conduct a new round of Attitude and Opinion research as part of LAI long-term brand stewardship. The last research was conducted over 3-1/2 years ago to initiate the LAI Brand Identity Project. An overview of the new survey will be presented during the Vancouver business meetings.

#### **Keynotes**

The Committee noted that the new online format is proving a success. Chapters have submitted nearly 20 articles and presentations since the Philadelphia LEW.

#### **Other Initiatives**

1. For upcoming LEW meetings, Committee requests that Chapter Presidents create an invitational video and a written message urging members to attend the meeting. These will be distributed for presentation during Chapter meetings, published in Chapter

newsletters and in KeyNotes. Goal is to have content to support the Baltimore LEW, April 2018. A Best Practices “Check-List” will be prepared to assist.

2. The Committee will again be shooting brief video segments with Vancouver attendees – particularly first time attendees. The goal will be to make a video available for distribution this fall in conjunction with recruiting members to the April LEW.

3. The Committee discussed initiating “mini-meetings” (two chapter activity) and “salon events” (evening dinner presentations). The focus is on specific topics and smaller groups. An objective is to attract members who might not attend a LEW. Further discussion is planned for the Vancouver meetings.

Submitted by Cassandra Francis and Phil Adams  
9/12/2017