

# USA Marketing and Communications Advisory Committee

Friday, May 1, 2015

## Agenda

- ! Welcome and Introductions
  
- ! Advisory Committee Goals for 2015
  - Advisory Committee Roles and Responsibilities
  
- ! Partnership and Process with Ologie
  
- ! Brainstorming for Ologie Discovery Process
  - What does the agency need to know about USA?
  - What materials should be provided to them?
  - Who should they interview for the internal branding study?
  - What are the special aspects of South they should consider?
  
- ! Discussion of general USA marketing/branding issues, questions, concerns
  
- ! Homework
  - Send Copies of All Major Publications (print run of 1,000 or more)
  - Send Outline of Business Cycle (i.e. when will pubs be redesigned and/or reprinted?)
  
- ! Next Meeting:
  - Date/Time (what works best?)