

IBA ORGANIZATION & COMMITTEE CHARTER

TITLE: MARKETING COMMITTEE

TYPE COMMITTEE: STANDING COMMITTEE

AUTHORITY: APPOINTED BY THE IBA BOARD OF DIRECTORS

RESPONSIBILITIES:

The Marketing Committee assists the Board Representative and Association Manager and acts in an advisory capacity to the Board. It will meet monthly to address and review the following.

- Define the Marketing Committee mission/purpose statement
- Develop programs to market the IBA to the industry and promote balloons to the public. Build membership while working to enhance the retention rate through:
 1. Promotions, advertising, and information on the IBA Web site.
 2. Develop programs and contests for IBA Members.
- Develop effective marketing tools to communicate benefits to members and potential members.
- Develop surveys for the Manager to execute.
- Develop a Web site and promotional materials for the Bring Balloons slogan.
- Develop ideas for Member Only pages on the IBA Web site
- Review and make recommendations to the Board on overall marketing policy.

ORGANIZATION

The Marketing Committee will consist of a minimum of eight (8) and no more than twelve (12) members and will elect a Vice Chair and Secretary. They will serve one (1) year terms.

REPORTS AND MEETINGS

Annually (December), submit a written report to the Board summarizing activities, current and future issues, membership status and recommendations. At least quarterly, the Chair or the Vice President will attend the Board teleconference meetings and submit a report of past and future activities and recommendations. Publish meeting agendas and minutes and conduct meetings, as necessary. Meeting minutes will be provided to the Manager and may be published on the website. Meetings will be held via teleconference and/or via email discussion.

REVIEW

This charter will be reviewed annually by the Board of Directors at its April Monthly Board meeting.

APPROVAL

This Charter has been reviewed by the Board of Directors