

Marketing Committee Meeting
Thursday, Feb. 25, 2011
10:00 AM CST

In attendance:

Amanda Armstrong,
Richard Dettman,
Bud Bottin,
Shanan Kern
Kathi Leiden

The Marketing Committee met today to discuss/report updates on action items that were identified in the 2-10-11 meeting.

1. Marty emailed a note to balloon manufacturers on 2-10-11 to remind them of the March 1 timeline for International Balloon Month program planning and rollout. Another reminder was sent this morning. Marty has not heard from any manufacturers yet as to their contact person or plans.
2. Kathi and Richard will work later today on creating an IBM Mission Statement that can be used as a PR tool to explain IBM as well as bullet points for spokespersons to use.
3. Kathi is also working on a variety of press releases for IBM that can be used for different circumstances and Party Paper Retailer. The goal for the IBM campaign is to reach a variety of mediums including local TV news, Face book, Twitter, Party & Paper Retailer and other magazines, YouTube, etc.
4. Brainstorming further about spokespersons that can be called upon for interviews lead to the decision that it was necessary to have representatives in every major market. It was determined that companies all over the country would be asked to have a representative available if the need arose and most importantly have access to balloons that could be brought and visible in the interview. Spokespersons will be knowledgeable about the balloon industry, enthusiastic, fluent and well-versed on IBM and the Mission Statement. All members of the Marketing Committee will be expected to be well-versed on this topic.
5. Shanan spoke to PPR about monthly columns on IBM and reported that PPR will be happy to support an article when they can but every month will not be possible. Shanan will also investigate the possibility of an ad in the August balloon issue at a reduced rate. Tie-ins to the editorial calendar have already been identified to write press releases or feature articles on these companies:
 - April: Amanda Armstrong – Top Hat Balloon Werks
 - May: Dale Moore – Andon Balloons and Signs
 - June: Linda Kiss – Learnballoondecorating
 - July: Barbara Spence – Designer Balloons, Bermuda
 - August: Kathi Leiden – Zephyr Solutions
 - September: Anagram
 - October: Richard Dettman – Personalizedphotoballoons.com
 - November: Terri Stokes – Heart Entertainment (clowning and decorator)
 - December: Robina Bernard – Clik-Clk
6. Amanda and Melody will work on programs for decorators using a media blitz/goodwill balloon blitz. Amanda will work with the SO-CAL QBN group to brainstorm ideas such as delivering surprise balloon bouquets to deserving individuals/charities around the country. Engaging local

media will be key to PR. These activities will begin right away to help build awareness and momentum toward IBM. Participating balloon companies/individuals will be given appropriate press releases and bullet points to speak about IBM to the media. Richard will use his PR network connections with the Children's Miracle Network to engage them for surprise deliveries once he knows where Amanda's contacts are located Todd and Bret have yet to meet to work out timelines for distributors.

7. Bud will work on a new Face book page for IBM using the IBA FB account. Bud will work with Marty to set up a separate account for personal connections. The IBM face book page will be used to draw followers and provide a place for people to apply or ask for a surprise balloon delivery to a deserving person/charity.
8. Richard will set up a Twitter account for IBM and begin building a following.
9. Bret's idea to create a viral campaign for a "Wear Balloons Day" or a flash mob balloon build is yet to be developed.
10. Marty will begin reminders/announcements to distributors of the timelines to begin work with key accounts and to look for program information on IBM from the balloon manufacturers.

Shanan reported that Anagram will be on schedule to roll out their program to distributors on or before March 1.

Marty and Amanda will begin work on programming for IBA State of the Industry meeting at WCE to include reporting on IBM to help draw new members and participants.

Next Meeting: Thursday, March 10, 8:00 AM Pacific, 10:00 AM Central, 11:00 AM Eastern, where we will meet to report updates on the above action items.