

Outreach and Marketing Minutes meeting May, Friday 7th, 2015

Participants: Charles, Marien, Melonie, Anna and Anabella

We discussed how will we work all the material from now and decided to work on the themes that Charles wrote on the Faculty retreat and sent us by email.

We need new information from the Chairs of each program and way to share it. Charles and Anabella will ask faculty at the Steering Committee to open this communication with Melonie in order to update the website and the blog. She needs more content.

We will do a video as a testimonial about what people get from IPI. We can use quotes and explain why we love IPI. The group agreed to use Charles' writing about "The benefits of studying Object Relations Theory" as the content of the video.

Charles offered to be on the video with Karen and Paul being filmed as in a conversatory. Anabella told him that the three of them have been around IPI for a long while and it gives credibility to the video.

Charles will ask a friend of his to do the 5 minutes or less video.

Melonie explained that we need to change our delivery method

Anna said we should make a plan of what we want to do.

5 min, shorter is better Melonie

The group worked on the "new site" and Melonie said that people wanted less information and a different format.

How are we going to use the layout and Who is offering what were themes discussed.

We want to look more modern but serious and publish all of the upcoming events, to have 3 or 4 second short videos which don't look ponderous.

The Front page don't need to have programs.

Pictures or imagery need to be more attractive.

Nancy and Pat gave Melonie the picture they want for their program

already. Melonie can also give suggestions to the others.

We have many points to keep working and we need to know first what we need.

June the 12th will be our next meeting.

Submitted by, Anabella