

IPI Marketing Committee Meeting

September 14, 2015

Minutes

Present: Charles Ashbach, Melonie Bell, Anabella Brostella, Anna Innes

Absent: Marien Chamarro, Jane Prelinger

Discussion of Social Media and Outreach to Colleges and Universities

Melonie suggested locating colleges and universities for outreach through lists on the websites of accrediting bodies. We could use this to identify what schools are training student in areas that might lead to interest in IPI. We could prepare a flyer that briefly describes programs offered by IPI. Charles has contacted a university near to him to request a meeting with PhD, and PsyD students to discuss their social media habits. We should write to faculty to ask who has contact with universities and colleges.

Anabella reported that in Panama they are using Whatsapp to send short videos to promote their events. We need to expand our use of Twitter, Facebook, LinkedIn and other apps like Whatsapp. To begin with we need to invite people to like our Facebook page.

Melonie suggested that we get some younger member(s) working with the committee. If possible get 2-3 to attend one of our next meetings. Yeshim Oz could be a possible person for the committee.

Next meeting is Tuesday October 12 (second Tuesday) at 10:00 a.m.