Outreach and Marketing Committee 2-20-2015

Participants:

Melonie and Anabella

**Logo:**
The majority voted for the logo with the grey oval behind. The final logo is attached, we considered it more formal for the occasion. It will be used in the web page and for advertising.

![Logo](image)

Melonie changed the fonts to black

**Advertising at the E-book page:**

There are 3 advertisements right now on the page.
We used to advertise more the video conferences or international programs because of the nature of the page but maybe we should consider advertising also the weekend conferences? We will ask Janine about it.

Melonie is revising the e-book page and Changing the layout with Jason right now and will suggest other spaces where IPI advertising may stand out more.

In the e-book page www.freepsychotherapybooks.com, there is a menu called about IPI where our page is linked. On the first page and on every 7 books shown there is an add of our programs.

Melonie is working to put directly the ipi link in that page. They will change the layout so that when you Click on the books, then you get the explanatory paragraph.

**Our page:**

The orangy red fonts will change to purple and then different shades of gray.

We worked on the Mock page: [http://ffdstaging.com/theipi/](http://ffdstaging.com/theipi/)

Melonie is waiting for the pictures for each program from the Chairs.

She is coming in April to Washington so there will be an opportunity for each chair to tell her what they want.

We need the approval for the funds to change the fonts and templates.

Next meeting will be on March 27th.