

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



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://fdstaging.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