



CALLERLAB COMMITTEE BRIEF

COMMITTEE NAME: Marketing Committee

COMMITTEE
FUNCTIONS:

To develop and establish methods of promoting square dancing that will create a greater recognition of the activity by the non dancing public. To provide guidance in marketing and promoting square dancing with the goal of recruiting new dancers. To provide direction in promoting, advertising, and public relations in the marketing of square dancing in general.

ACCOMPLISHMENTS: The Marketing Committee is the former RPM Committee which came about as a merger of a former Marketing Committee, the RPM Committee and a Public Relations Committee. From the late 1990s to today, these committees created the Phoenix Plan, the Winning Ways collection of success stories, the Add-A-Buck program which was adopted by the ARTS, and a local/national marketing plan that was also adopted by the ARTS.

FUTURE ACTIVITIES: Create new and innovative advertising materials and marketing strategies to promote square dancing to the non dancing public. Develop promotional and recruitment materials that can be made readily available to both callers and clubs to aid in the promotion of new square dance classes. Facilitate the cooperation between other CALLERLAB Committees with the purpose of focusing the effort of each committee on growing the activity through a positive marketing strategy. Assist the Home Office and appropriate committees in developing methods to distribute information and advertising materials to callers and clubs to aid in the promotion of square dancing. Seek additional input from callers, dance leaders, and marketing professionals with experience and success in marketing.

MEMBERSHIP: Active Member, Associate Member, Active Youth Member, Associate Youth Member, or Life Member. Marketing professional, image research, public relations, grant writing, advertising, and/or sponsorship background would be most helpful.

COMMITTEE BRIEF
REVISED: MARCH 2011

COMMITTEE
CREATED BY: Created as the RPM Committee by General Membership - March 1989
Name changed by Executive Committee – March 2011