

InterSession by Intersection

Communication Strategy

Introduction of InterSessions

- InterSessions is a workshop for people in or interested in the marketing world to connect and learn new information that can be valuable to them in their careers.

Objectives

Generate engagement

We want people to come back and tell others about us. We want them to take our surveys, leave us feedback (testimonials), and connect with people before, during, and after the workshop. We want them to go to our website and socials before, during or after and interact with us. Maybe if they couldn't make a session, they feel inclined to go to our YouTube channel, or leave questions for our speakers before the show that will be answered during or after. We also want to create relationships with everyone who attends each session. Our long-term goal would be for our audience to become long-term partners with us and trust us with their business needs. At the very least we want to create friendships with our audience to where they look forward to seeing us every month.

Generate awareness

We'll generate awareness through our email/newsletter. We'll need to build up our socials first to generate more buzz when starting out, and have platforms established when people go to look us up. The more people see and talk about InterSessions, the greater our awareness will become.

Attendance

One of our biggest goals with InterSessions is to get that sense of community back that ECISMG used to have. We want people to be in attendance and not just be there, but to walk away feeling like they got something of value and want to come back. We want our attendance each session to increase, maybe have some new people there each time, and have regulars who come by whenever they can or when a topic intrigues them.

Getting sponsors and speakers / building a schedule

Building a schedule is also what could help with attendance. If people know who's coming or what they're talking about it'll build hype and anticipation. Building a schedule and securing sponsors and speakers will also save us a lot of stress and give everyone more time to prepare for the event and also prepare promotional materials (posts). We can build hype and anticipation through our social media posts and initial email newsletter. Word-to-mouth can also be used to build up the hype and anticipation. Getting speakers that people know and will want to listen to will also help build anticipation.

Audience

- **Primary Audience** - Marketing professionals in ECI and surrounding areas looking to keep up with modern day marketing trends and learn (ages 30-50)
- **Secondary Audience** - Business owners looking for marketing professionals to grow their business in ECI and surrounding areas (ages 35+)

- **Tertiary Audience** - Post-graduates in ECI and surrounding areas trying to break into the marketing world (ages 22-30)

Strategies & Tactics

Social Media

Objectives this strategy hits:

- Awareness
- Engagement
- Create a sense of community

Specific tactics from whiteboard that include social media:

- In trying to generate awareness we will build InterSessions social profiles. The platforms we plan to use are LinkedIn, YouTube, Facebook, and Instagram **because...**
 - **LinkedIn:** Intersection has almost 700 connections on LinkedIn, and it's one of the fastest growing platforms for businesses. It could be a great resource to find speakers, sponsors and promote InterSessions on ITS's LinkedIn.
 - **YouTube:** People who couldn't make it can see the speaker after and people who haven't been to a workshop before get an idea of what our speakers talk about.
 - **Facebook:** Most of ECISMG's following was active on Facebook and our older audience will be more active on there as well. Start off as page and then possibly turn into a group.
 - **Instagram:** Instagram is a better way to include our tertiary audience. Intersection has a pretty good following on Instagram as well that they can lead to InterSessions.

Types of Content:

- **LinkedIn:** LinkedIn could be a great asset for connecting with our audiences, and potential speakers and sponsors. LinkedIn is becoming big with all our audiences age groups.
- **YouTube:** Video clips of each event (only speaker)
- **Instagram/FB:** Info of speaker, dates of events, quotes of good feedback
 - First few posts back:
 - InterSessions logo as first post
 - Photo of outside of location/inside of space
 - Photo of Anna w/ description for one of our first posts back – how should we highlight her in a fun way
 - Group shot of InterSessions team (ITS) in the space, looking proud
 - Save the date graphic
 - Other posts:
 - Graphic quotes with testimonials from previous sessions
 - 10 second clips of speaker saying something (Tik Tok comedian esc)
 - Graphics of future date promotions
 - Pictures from past events, people connecting, of the vendors
 - If InterSessions gets talked about in print or on socials, take a photo of that and repost it
 - Callouts – want to be our speaker?

- Reformatted speaker slides for socials

Website

Objectives:

- Awareness
- Attract sponsors
- Attract speakers
- Associate with Intersection
- Attendance

Tactics:

- **Landing page**
 - What is intersessions? What is our “history”? Why is InterSessions such a great opportunity, both to attend and sponsor?
- **Sponsor sign up form**
 - A way for sponsors to come to us directly. The sign-up page should also include information on how sponsoring intersessions would be beneficial for the sponsor, as well as presenting them with ways to align with the brand.
- **Intersection hyperlink on website**
- **Speaker sign up form**
 - A way for people to put hats in the ring of people who we may not have considered to. While it is expected that people will
- **Past speakers page**
 - A history of every previous speaker: who they are, what they do, why they’re experts, and what they spoke about (maybe we can include a YouTube link or video player that shows a reel of their presentation?)
- **Video clips**
 - Reels of previous sessions and their speakers. Should be light, happy, inspiring (if pursued at all). One master reel should be produced that gives people the information from the landing page but in a fun and entertaining video (again, if pursued at all).
- **Email sign up**
 - In essence, a sign up for the newsletter. It will keep recipients in the loop on the goings on at each intersession. Important to keep separate from event sign ups to maintain more accurate attendance readings.
- **Event sign up**
 - Actual event sign ups. An RSVP form for attendees to fill out before each individual session. The sign up, at the earliest, should be updated the day immediately following a session. Allowing attendees to sign up more than a month in advance is a big no-no! If we let attendees sign up more than a month in advance, it increases the chances of them forgetting about the event. Waiting until a month before to open sign-ups will keep the event fresh in our audience’s memory. Also, the fresher in

their memory the more likely it is that they'll think about it in conversation and maybe even invite friends or colleagues to attend.

Email

Objectives this hits:

- Attendance
- Awareness
- Engagement
- Attract sponsors
- Attract speakers

Tactics from board:

- **Follow-up emails**
 - Notes taken during the meeting sent in an email after, slides from speakers given to anybody who asks, maybe one of our favorite questions asked or one that had high engagement in the Q+A along with the answer to it as a quote in the follow-up email
- **Newsletter to ECISMG email list**
 - Get our name out there, gain some people from the get-go
- **Emails to specific individuals/businesses asking them to be sponsors**
- **Emails to specific individuals asking to be speakers**
- **Reminder emails**
 - Not spammy though
- **Emails with sign up link**
 - Not more than one month ahead of time

Networking

Objectives:

- Awareness
- Attendance
- Attract sponsors

Tactics:

- **Reach out to old ECISMG sponsors**
 - Sponsors = we can pay for breakfast **and** breakfast = people want to come
- **During event: name tags / job titles**
 - This will encourage people to chat with each other since they'll already know what business they work for/what they do (find like-minded people)
- **Reach out to people who attended ECISMG prior**
- **Word of mouth – US and people who attended ECISMG**
- **ITS promoting it on their socials**
 - Connections breed connections, we all start somewhere
- **After/during event: Pieces of paper with unique question to talk with others about**
 - I/S creates and hands out list of questions relevant to each event. Maybe add something about Intersection??

- I.E. What marketing techniques do you think will fade away, but are trendy now?
- “Did you find this information valuable?”

Print

Objectives:

- Awareness
- Attendance
- Engagement

Tactics:

- **Flyers around BSU and Muncie**
 - QR code on flyer to sign up
 - QR code to questions to ask speaker
- **“Programs” for each session**
 - Include contact information for ITS and speaker, summarize what they will talk about
- **Printed QR codes to sign up, separate from flyer**
 - ITS could bring these QR codes to other events they’re at and/or hand it to clients who may be interested
- **Speaker packet**
 - Maybe we have an old template? Keep the speaker on topic – a guide.
- **Sponsor packet**
 - What’s in it for them/what’s in it for us. Why should they sponsor us?

Research

- SWOT Analysis
 - Strengths (Internal)**
 - Flyers are a tangible thing that people can pass around, take a picture of, hold
 - Word of mouth has credibility behind it
 - Networking, WOM, and Print are more memorable, more personal
 - Weaknesses (Internal)**
 - Nobody knows us
 - Limited amount of contacts
 - It may take a while to start up since we’re new – take a while to generate buzz and hype
 - Opportunities (External)**
 - Can reach lots of people directly
 - Old ECISMG contacts
 - We can be in-person now
 - Threats (External)**
 - ECISMG planning on restarting
 - Flyer not standing out amongst other flyers
- ECISMG materials (past email list)

- Speaker Ideas
 - BSU Alumni (contact cawilkey@bsu.edu with topics)
 - Lauren Wineman (influencer from IN)
 - Kimberly Howe Ferguson
 - Joshua Fisher – BSU professor – held conf. On AI in Feb. 2022
 - Lauren Fox -- Director of Advertising at Indianapolis Business Journal – built websites from ground up
 - Jon Colby – speaker in Indy – building a productive team
 - Ryan Brock, Rachel Randolph, Bart Caylor, Amber Fields, Keith Smith, Julia Blair Pitts – all people involved in marketing and/or public speaking on marketing in the Indy area
- Topic Ideas
 - How to sniff out marketing scams – Sales disguised as “marketing”
 - How to do a brand launch
 - Why is Tik Tok a vital marketing technique?
 - The rise of video in marketing
 - Is AI hurtful or harmful in marketing? -- voice search
 - How marketing has changed in the past few years and where is it going?
 - What defines someone as a content creator
 - Immersions and Creative Briefs 101
 - Increasing customer loyalty
 - When is it okay to switch up your branding?
 - **Marketing with LinkedIn, how did they turn around?**
 - Inbound/outbound marketing
 - How to design a logo/importance of a logo/ your brand
 - Telling stories through marketing
 - **What role does networking play in your marketing?**
 - **Why are we doing what we’re doing?**
 - **Emerging social media**
 - **How to connect with gen-z**
 - **When to use what**
 - **What you have to be thinking about in google ads and SEO**
 - **Design tools**
 - **Building effective email campaigns**
 - **Blogging**
 - **Website 101**
 - **Content Calendar**
 - **Website platforms: squarespace vs. Wix**
 - **Meta Business Suite, Buffer**
 - **Trends**
 - **Storytelling**
 - **What is content marketing**
 - **Meaning of your brand**
 - **Project Management**
 - **Podcasting**
 - **Engaging with your audience on socials**
 - **Panels**

- Etc.

Considerations

- Don't spam with email, always be authentic and purposeful
- Emphasize how we're in-person and in-person only
- Allowing attendees to sign up more than a month in advance is a big no-no!