



REGIONAL CONNECTIONS COMMITTEE

VICE CHAIR EVENT MARKETING & COMMUNICATIONS

1) VISION:

Assist members in developing PWH and industry relationships via networking

2) CHARTER:

Develop & support a team of volunteers to host live events in various locales, encouraging members to develop valuable connections

3) PRIMARY DUTIES AND RESPONSIBILITIES include the following, other duties may be assigned:

- i) Develop Marketing and Communications Plan for the RCC Committee with RCC Chair
 - ii) Join regional brainstorming calls and assist in developing a strategy to drive increased attendance (members, new members) from a marketing, social media perspective.
 - a. Target lists can include:
 - i. HIDA Member List, MDSI Event Lists, Distributor Representative and Manager Lists, Healthcare Manufacturer Marketing Council (HMMC), Independent Medical Co-Op (IMCO), National Distribution and Contracting (NDC), Group Purchasing Organization (GPO) representatives, and other health care associations
 - iii) Coordination of marketing materials - collateral for RCC
 - iv) Coordination of materials and PR for Regional Events and Premier Events
 - v) Industry Media Campaigns – Coordination with Repertoire and Dail-e-News
 - vi) Press Releases – Coordination of Press Releases for Premier Events
 - vii) Social Media – Managing our Social Media Campaigns and content for RCC specifically
 - viii) Work with PWH Executive Director and other Committees to create new and effective ways of increasing registrations and attendance for events
- i) All committee VCs are expected to:
- (a) Oversee the role of their committees
 - (b) Identify committee members
 - (c) Schedule monthly or quarterly calls, or as needed, with committee members
 - (d) Communicate status, issues and successes with Committee Chair
 - (e) VCs need to work with committee chair to establish SOPs as required by PWH if not currently in place

(f) Attend monthly committee calls

(g) Attend PWH Board Meetings (encouraged but not required of VCs)

1. December/January

2. June/July

3. Annual Meeting, at HIDA

4. Spring at the HIDA Executive Conference

(h) Support from employer

(i) Abide by and promote the PWH mission and core values

ii) Time commitments:

(a) Approximately 4-5 hours/month