



Promoting Your WEI Meeting

Updated: June 2007

YOU can promote your meeting* in a variety of ways:

1. Relationship Marketing

Tell *everyone* about your program. Tell friends, relatives, co-workers, everyone in your professional network, and invite them to tell everyone they know. Enthusiasm is catching, and you will find that people are interested in what you are doing and will want to know more. Use the telephone, emails, and professional society announcements. Personal contact is a valuable marketing tool.

2. Inter-Company Promotion

Your company is an important source of people who will be interested in hearing about your meeting and may want to attend. Talk to your boss and your co-workers, post announcement on your website and on company bulletin boards, send internal emails, and put a meeting announcement in your company newsletter.

3. Service Company Contacts

Invite service company reps to participate in your meeting. The meeting tradeshow is a great opportunity for them to show off their company and their products. Ask them to promote the meeting to their other clients, especially if they have agreed to exhibit. They will be eager to generate a high level of attendance.

**Meeting promotion gives you the opportunity to shine. You can use it to build your network and become visible as someone who is actively involved and knows how to get things done. It is a leadership opportunity you don't want to miss!*

WEI will promote your meeting in a variety of ways:

1. WEI President Stephanie Williams Will Personally Promote Your Meeting

Stephanie Williams promotes WEI programs to corporate officers, managers, and members of the WEI Board on an ongoing basis. She is especially dedicated to making sure your executives at your company get this information through our Newsletter. She also asks these industry leaders for feedback and their buy-in her member visits.

2. On the WEI website

Our webmaster will list your meeting at www.westernenergy.org, along with as many program details as we have available, and the capability for instant registration. Our website is updated daily, ensuring that the most current information is always available to potential attendees. It is important for you to keep WEI informed about decisions you have made regarding your program theme, speakers, topics, etc., so that these can be promptly added to the website.

3. Email

Messages promoting your meeting and encouraging immediate registration will be sent to all individuals in our database who have requested such information and have provided us with their email addresses. Again, keeping WEI informed of the progress you are making in planning the details of your meeting will ensure accurate electronic promotion. These promotional emails are ongoing and are sent up until the week before your meeting.

4. Direct Mail

Printed promotional mailings may include a half- letter- size postcard and/or an 11x17” brochure, which will be folded to 8 1/2 x 11” to create a multi- page flyer. The brochure will also contain an 8 1/2 x 11” insert, on which will be printed a registration form and travel and hotel information.

5. Clearance Officers

Certain utility companies require that promotional materials be sent to individuals who review the information before it is passed on to employees. These individuals are valuable contacts, and WEI will make your meeting information available to them. They, in turn, will give it to those employees in their companies who would be most interested in and most likely to attend your meeting.

Timeline

It is important for you to keep WEI informed of the status and results of your meeting planning. Accurate and timely promotion depends on our receiving your information promptly.

Remember that the WEI website is updated daily.

The printed brochure will be mailed several weeks prior to the meeting, ensuring that potential attendees have time to make discounted plane and hotel reservations and to receive early-bird registration discounts.

In order to meet our deadlines, you must provide us with information within the following timelines:

Web Posting	ASAP
Postcard	16 weeks prior to event
Final Brochure Details*	12 weeks prior to event
<i>*print and electronic</i>	

Of course, we will also happily accept any information you can provide to us before these dates.

Meeting Timeline Guidelines

Timing	Activity	Participants
<i>6 to 7 Months Out</i>	Planning conference call; identify topics and speakers; PDT assignments	<i>Chair, PDT WEI Staff</i>
<i>3 to 6 Months Out</i>	Solicit vendors for tradeshow, if applicable	<i>Chair, PDT, WEI Staff</i>
<i>4 to 6 Months Out</i>	Key contacts are reminded of meeting purpose, dates, location etc., and are invited to participate in developing program	<i>Staff and Key Contacts</i>
<i>4 to 6 Months Out info. to WEI</i>	Confirm speakers and/or panelists – Speaker name and contact	<i>Chair, PDT</i>
<i>4 to 6 Months Out</i>	Speaker packets out; request bios and session information	<i>WEI Staff</i>
<i>3 to 6 Months Out</i>	PDT meets (many via teleconference) to finalize agenda and other event details	<i>WEI Staff and PDT</i>
<i>3 to 4 Months Out</i>	Direct mail promotion begins. Postcard mailed.	<i>WEI Staff</i>
<i>2 to 4 Months Out</i>	Session descriptions/speaker bios to WEI for announcement brochure	<i>Chair, PDT</i>
<i>3 to 4 Months Out</i>	Announcement brochure distributed in print and/or electronic version	<i>WEI Staff</i>
<i>3 Months Out</i>	Email promotion	<i>WEI Staff</i>
<i>2 Months Out</i>	Email promotion	<i>WEI Staff</i>
<i>30 to 45 Days Out</i>	Email reminder to key contacts, past attendees, best prospects, with a roster of those already registered	<i>WEI Staff</i>
<i>3 to 4 Weeks Out</i>	Hotel cut-off date and early bird registration deadline	
<i>Immediately following event</i>	PDT meets to review meeting	<i>Chair, PDT, WEI Staff</i>