



# PTCREW

PIEDMONT TRIAD COMMERCIAL REAL ESTATE WOMEN  
A chapter of CREW NETWORK®

## **PUBLIC RELATIONS COMMITTEE RESPONSIBILITIES**

*(August 17, 2015)*

### Goals

Promote PTCREW and its membership

### Tasks

- 1) Update website for programs and special events including registration link (provided by Conference Resources, Inc.), blog posts, and sponsor logos/names
- 2) Collect information from Programs or Special Events Committee about program/event and sponsor and provide information to Conference Resources, Inc. for monthly program and event invitations (4 weeks prior to program/event) to include: Date/Location/Time, Speaker/Topic of Presentation, and Sponsor Logo/Name
- 3) Renew Contract with the Triad Business Journal (In Kind Trade Sponsorship)
- 4) Placement of Four Ads in the Triad Business Journal (per contract negotiated)
- 5) Issue Press Releases when appropriate
- 6) Maintain and update slide show and bring to each lunch program
- 7) Communicate with committee and meet at least 4x per year in person
- 8) Delegate tasks to committee members
- 9) Provide monthly committee report prior to Board of Director meeting
- 10) Provide consistent Board liaison to attend Board meetings

### Timeframe

- Assisting previous year committee for November and December
- January through October of the following year

### Other

- Committee Chair passes all information in an organized fashion to new committee chair (suggest a notebook or binder)
- All recent information to be saved on Dropbox (log in and password to be provided by secretary or President)