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ARMA Calgary Chapter

PR & Marketing Director's Annual Report

January 1, 2009 to June 30, 2009 (partial year in position)

Having only taken over the position in January 2009 I feel somewhat disadvantaged in writing an Annual report, but here goes...

The existing board had picked up the essential PR & Marketing tasks in the absence of a Director in this position, so as I came in the role my goal was to assist the existing Board in completing those task for the year.

A highlight of activities for Jan 2009 to present:

- Booked a booth at the SAIT Career Directions and attended the day-long event to promote the Chapter and records and information management as a career
- Assessed viability of joint conference with Vancouver and Vancouver Island chapters for fall 2009; participated in conference call and jointly agreed to postpone until 2010 due to the current economic environment.
- Attached stickers with revised Chapter URL to approximately 800 pre-printed brochures
- Participated in advisory meeting with SAIT as they further investigate and plan a second RIM certificate to be offered.
- Currently working on establishing a Fall seminar (as I transition to Education Director for 2009-2010).

I'd like to thank the Board members as they welcomed me to the PR and Marketing Director position and eased me into things mid-year.