

Image & Communications Committee

Chairperson – Andrea Callahan

Mission

- To effectively develop a Chamber image, correlating messages and targeted audiences and also to design collateral materials to support Chamber needs

Activities

- Spearhead projects involving creative design and print production including invitations, flyers, rack cards and posters, Also review and assess the Chamber website, create e-newsletter, design and/or review signage and any other item that visually represents the Chamber
- Ensure that the Chamber is communicating with its members in a consistent and positive manner using integrated communications strategies and tools
- Publish weekly e-newsletter
- Work with the Membership Committee, when necessary concerning the Chamber membership directory
- Work with other Chamber committees regarding collateral materials
- Present Chamber officers to news media as thought leaders available for media interviews on topics that are relevant to each person's area of expertise



Andrea Callahan is a trainer, author, speaker, marketing and branding expert.

<http://www.andreacallahan.com>

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