

## Marketing-Communications Chapter Event Checklist

Please use this checklist to help ensure successful participation at each chapter event.

### We have:

- Updated our member database** with current e-mail and mailing addresses.
  - Used the membership online section of the Society web site ([www.cpcusociety.org](http://www.cpcusociety.org)) to access current chapter rosters, labels, and e-mail addresses.
- Provided contact information** with various communication methods (web, phone, e-mail, fax).
- Planned at least three communications** using e-mail, mail, fax, telephone, and/or word-of-mouth.
  - Notified members about the event at least **three months in advance**.
  - Communicated this one event at least **three times** to our members and nonmembers.
  - Communicated event details to **companies, local auxiliaries, associations, organizations, and the press**.
  - **Given information to members and volunteer leaders** to communicate this event within their companies by e-mail, fax, telephone, and/or word-of-mouth.
- Included upcoming event details** with each communication.