Subcommittee overview:

The publicity subcommittee is responsible for writing messages that publicize various aspects of the Annual Conference. After review by the Annual Conference Planning Advisory Committee, these messages are given to the MOBIUS Consortium Office for approval and dissemination.

Timeline:

The publicity subcommittee creates a timeline based on the Annual Conference registration timeline established by the MOBIUS Consortium Office. The subcommittee should allow itself enough time to write messages, send them to the Annual Conference Planning Advisory Committee for approval, and send them to the MOBIUS Consortium Office for approval and dissemination.

Working with MOBIUS Consortium Office:

After the publicity subcommittee has sent a publicity message to the Annual Conference Planning Advisory Committee for approval, it should send the approved message to the MOBIUS Consortium Office. The message will be approved by MCO who will then send it to relevant mailing lists.

Types of messages:

*All messages should incorporate the conference theme decided upon by the Annual Conference Planning Advisory Committee.

Before conference registration opens:

Coming soon message: This message is a "teaser" for all of the messages to come. It should be short and should include the conference theme.

Keynote speaker message: This message announces the choice for keynote speaker at the Annual Conference and should include biographical information about the speaker.

What's new/Back by popular demand message: This message highlights aspects of the conference that are new or changed at this year's Annual Conference. If nothing is new, highlight aspects of the conference that were scored well in the previous year's evaluation.

Registration opens in 2 days/Registration opens: These messages include both the conference registration timeline and the fee schedule for late and at-the-door registration.

After conference registration opens:

Halfway reminder: This message is sent halfway through the early bird registration period with a reminder about the closing date of early registration as well as the fee schedule for late and at-the-door registration.

Notice that early bird registration is closing: This message is sent 1-2 days before early bird registration closes and should include the fee schedule for late and at-the-door registration.

Last day for early bird registration/Last day for late registration: These messages should both include the fee schedule for late and at-the-door registration.

Additional messages:

Welcome letter: The welcome letter is sent by email to all conference attendees during the week leading up to the conference. MCO will distribute this email, which should include:

-Conference check-in information

-Hotel information

-Tips for attendees and presenters

-Conference highlights

Thank you letter: The thank you letter is sent by email to all conference attendees during the week after the conference. MCO will distribute this email, which should include:

-A message of thanks for attending the conference

-Thanks for completing session evaluations

-A link to the online evaluation form

-Encouragement to attend the following year's conference