



2010 – 2011 Marketing Plan

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Director of Marketing

DRAFT Date August 15, 2010

Executive Summary:

The responsibility of chapter marketing efforts is the ultimate responsibility of the Director of Marketing with the support of the entire Board of Directors, especially Directors in the Membership, Education, and Programs areas. In addition, each Board member will be enlisted as required to support the efforts of Marketing to ensure success in the identified projects for BY2010-2011.

The marketing goals as outlined in the Marketing Plan and project list for the next year include:

- Email to appropriate market segment an information “flyer” encouraging participation for ALL Chapter Education offerings four to six weeks prior to offering start
- Conduct an analysis of local company needs for programs and education offerings based on local market, industries and diversity of business by end CY 2010
- Target five local companies to deliver marketing collateral encouraging becoming more active APICS members by end of Board Year
- Email to appropriate market segment an information “flyer” encouraging participation for ALL Chapter non-Education events at least one week prior to event start
- Establish at least two announcements through local media which prominently mention APICS by Board Year end

Chapter Vision:

Mid-Florida Chapter of APICS will be recognized as the foremost professional provider of knowledge and education for individuals in the Operations Management field. The Chapter's area of influence encompasses both its internal (members) and external (manufacturing and service industry) customers by enhancing their lifelong learning options.

Marketing Objective:

- Assist APICS Mid-Florida Chapter membership, educational and program goals through promotion of membership, Professional Development Event's, certification classes, and special events such as Top Management night, seminars, and plant tours.
- Increase membership through marketing to past members and non-members who have attended Chapter functions;
- Increase education participation through targeted campaigns for each education offering;
- Increase PDM participation through establishing new media communications (i.e. social network sites, radio, TV) as well as standard email communications.
- Expand Company Coordinator program to strengthen corporate partnerships
- Support APICS Mid-Florida Chapter C-Bar Program:
 - Conduct annual analysis of Orlando area companies needs for programs and education offerings based on the Orlando market, industries, and diversity of business;
 - Identify and prepare marketing material (i.e. brochures, flyers, info packs) to deliver to member and non-member individuals and companies in the Orlando area;
 - Assist in annual recognition of at least one APICS volunteer;
 - Assist in annual recognition of at least one company for its chapter support;
 - Promote APICS Mid-Florida Chapter through use of local media.

Marketing Goals:

- Email to appropriate market segment an information "flyer" encouraging participation for ALL Chapter Education offerings four to six weeks prior to offering start
- Conduct an analysis of local company needs for programs and education offerings based on local market, industries and diversity of business by end CY 2010
- Target five local companies to deliver marketing collateral encouraging becoming more active APICS members by end of Board Year

- Email to appropriate market segment an information “flyer” encouraging participation for ALL Chapter non-Education events at least one week prior to event start
- Establish at least two announcements through local media which prominently mention APICS by Board Year end

BY2010-2011 Projects:

(These projects will require the support of the entire board to ensure the projects success so we can achieve the goals outlined within this plan)

- E-mail to all non-members outlining benefits of APICS membership at least once per quarter;
- USPS mailing to known Manufacturing companies in the Orlando area outlining the benefits of Corporate membership;
- Email to applicable members and non-members four to six weeks prior to an education offering encouraging participation;
- Email an information “flyer” encouraging participation for ALL Chapter non-Education events at least one week prior to event start;
- Support Top Management Night participation by email and USPS Mailing to appropriate companies;
- Support joint participation with other professional organizations (i.e. MACF, ISM, IMA) through emailing;
- Establish at least two announcements through local media which prominently mention APICS by Board Year end.

BY2010-2011 Calendar:

(This calendar is subject to change. Director of Marketing will coordinate efforts with appropriate Director to ensure communications are correct.)

- September 7, 2010 – E-mail blast and send out a post card containing a list of PDE’s showing each one through the end of BY2010-11.
- September 7, 2010 – E-mail blast highlighting Fast Track CPIM course.
- September 21, 2010 – E-mail blast highlighting Fast Track CSCP course.
- October 31, 2010 – Send out letter to local companies highlighting the benefits of APICS.
- December 31, 2010 – Complete Marketing Segmentation analysis of Mid-Florida / Orlando area.
- January 4, 2011 – E-mail blast a list of the PDM’s showing each of the events through the end of the BY2010-11.
- February 16, 2011 – E-mail blast highlighting Top Management night.

- Monthly – E-mail blast at least one week prior to scheduled PDM.
- Quarterly – E-mail blast to non-members who have attended an APICS function. This will highlight APICS membership benefits and upcoming events (Educational & PDM).
- As Required – E-mail blast prior to educational Fast Track classes starting. We can highlight the entire schedule and if there is additional space in class.
- As Required – E-mail blast highlighting plant tours and joint meetings.

BY2010-2011 Budget:

(Marketing budget should be considered an investment in the future development of APICS Mid-Florida Chapter.)

Description	Estimated Cost
E-mail to all non-members outlining benefits of APICS membership at least once per quarter	\$0.00
USPS mailing to known Manufacturing companies in the Orlando area outlining the benefits of APICS membership	\$500.00
Email to applicable members and non-members four to six weeks prior to an education offering encouraging participation	\$0.00
Email an information “flyer” encouraging participation for ALL Chapter non-Education events at least one week prior to event start	\$0.00
Support Top Management Night participation by email and USPS Mailing to appropriate companies	\$300.00
Support joint participation with other professional organizations (i.e. MACF, ISM, IMA) through emailing	\$0.00
Establish at least two announcements through local media which prominently mention APICS by Board Year end	\$200.00
Maintain support of MACF through advertising at tradeshow	\$500.00
Total	\$1,500.00

Any other Marketing requests outside the scope of the projects outlined above will require appropriate budget transfer as necessary to support the request, and the amounts of budget transfer to be determined between the requestor and Dir. of Marketing prior to the request being completed.

Product Marketing Plan:

Product Description	Promotion Methods
Certification Classes	Publicize courses through monthly professional development meetings, The Fountain newsletter, social networking site, the APICS Mid-Florida Chapter web site, local media, and focused mailings to senior management in target companies.
Monthly Professional Development Meetings	Publicize monthly professional development meetings through local newspapers, certification courses, social networking site, company coordinators, other professional organizations networking, and the APICS Mid-Florida Chapter web site.
Fundamental Courses	Publicize courses through monthly professional development meetings, social networking site, The Fountain newsletter, the APICS Mid-Florida Chapter web site, local media, and

	focused mailings to senior management in target companies.
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Discounts for professional development meetings should be considered for individuals completing certification and fundamental courses as well as candidates who pass certification or fundamentals exams. For instance, discount price for two professional development meetings for completion of courses and one free professional development meeting for passing of certification or fundamental exams.

Challenges and Opportunities:

There is a need to strengthen participation by our existing membership, as many of our members are not active in chapter activities. We must get access to and communicate with those members about the benefits of active involvement. We must contact and communicate with local companies about the benefits of membership. Our challenge will be connecting with top level management to promote an executive level (top down) understanding of what an APICS-certified employee base can do for their companies.

There are many assumed factors as to why fall in chapter participation and membership may occur:

- In the today's economy, companies may no longer subsidize APICS membership for their employees;
- Professionals are finding themselves in transition between jobs and may question the value of participation in chapter activities because of personal financial constraints;
- APICS chapter participation is not seen as appealing to employees in non-manufacturing industries;
- Members may see the benefit of joining APICS to receive discounts while pursuing CPIM or other education priorities but lack the interest to continue their membership, or participate in chapter activities, once those education activities have been completed.