

Outreach, Communications and Marketing Work Group

Tuesday, April 10, 2012

AGENDA

- i. Welcome / Meeting housekeeping
- ii. Member Introductions
 - a. About your organization/company
 - b. Why you wanted to be on the work group
 - c. How many folks you know who would be candidates for the Exchange
- iii. Report/review input from Advisory Task Force
- iv. Continue discussion to further define audience segments
 - a. Who they are
 - b. How to reach them
- v. Discussion of market research
 - a. Scope of RFP
 - b. Frame/refine questions
- vi. Future meetings
Tuesday, May 1, 10:00-11:30 am
Tuesday, June 5, 10:00-11:30 am
Tuesday, July 10, 10:00-11:30 am