



Marketing Committee Board Report June 2023

The Marketing Committee's focus has been identifying tactical and actionable items to support the RNE Strategic Plan. The committee has prioritized focusing efforts on the conference by increasing our messaging on RNE's digital and social platforms. The committee feels it's important to promote the conference with the following two strategic directions:

1. Amplifying the message of Support for All: prioritizing messaging that builds a supportive community for all
2. Keep it personal: Making impact by delivering real, relatable stories

Next Step Action Items:

- Identify participants for social posts/videos
- Coordinate messaging with broader RNE board