



**Timeframe/Term of Office:** September 2019 – August 2020

**Chair:** Michael Seymour

**Co-Chair:** Diane Benson

**Committee Make-up:** HCEA members representing all three member types, interview may be required

**Meeting Occurrence/Frequency:** every other month and as needed. Failure to actively participate and/or miss more than two consecutive meetings may warrant dropping from committee.

**Qualifications:**

- Experience with PR, branding, and/or publishing;
- Experience editing, reviewing, and drafting content;
- Experience with, knowledge of and passion for healthcare convention industry and desire to promote and elevate same;
- Passion for HCEA; and
- Interest or active in social media.

**Tasks/Duties:**

- Collaborate to create goals for the following year that align with the overall Strategic Plan. All goals will include action steps, deadlines and requested resources needed for completion.
- Review or provide feedback as requested on external and internal communications including social media, press releases and article placement.
- Provide feedback to HCEA staff on creation and distribution of promotional pieces.
- Push relevant content, articles, research, etc. to HCEA staff on a regular basis for social media etc.
- Serve as a voice for HCEA at medical meetings and conferences.
- Serve as a resource for white papers, executive summaries and in some instances provide original content.
- Participation on this committee requires approximately 1-2 hours of time per month consisting of:
  - Email communications
  - Proofing of marketing promotions
  - Forwarding articles, content, trends, reports etc.