**TRSA Marketing & Sales Committee Meeting (Live/Zoom)**

The Westin Old Town Alexandria

**March 24, 2021, Noon – 2 PM EST (Zoom link to be provided)**

***The Marketing & Sales Committee Mission Statement:****To leverage the expertise and experience of industry marketing and communications professionals to advance the interests of our members through collaboration and development of resources and programs that reflect our collective values, strengthen the industry, benefit customers, increase sales and support robust growth.*

**Introductions and Opportunity Brainstorming**

* Introductions of committee members; welcome to new members
* 2021 Committee Opportunities and Projects Brainstorming Session
* Collaborations with other TRSA Committees to complete initiatives
* Committee Voting on 2021 Initiatives

**Roundtable Discussion on Pandemic**

* Brainstorming on Pandemic best practices for current industry challenges
	+ What new digital/online projects have you implemented? I.e., e-signature, proposals, marketing flyers
	+ Have you launched improved any new digital/cloud-based software? What is working for you? I.e., Microsoft Teams/Zoom, DocuSign, Dropbox, CRM?
	+ Other issues?

**Marketing & Sales Summit 2021 – Choose the month**

* Event will remain 100% virtual for 2021
* Choice of months for this event: July/late October/early November/early December
* Ideas for keynote and/or session topics

**Proposed 2021 Marketing & Sales Committee Meetings/Calls**

Q2 - June 8 or 10 | Q3 – Sep 21 or 23 | Q4 – Sep 7 or 9

**Networking**

* **LinkedIn – TRSA Sales & Marketing Group** –
	+ Join at this link: <https://www.linkedin.com/groups/8114106/> or search TRSA Sales & Marketing
	+ What can we do to improve engagement within this group?
* **Zoom Happy Hour Event** –
	+ What do we think about hosting a TRSA happy hour social gathering mid-year?
* **Recruiting New Members -** all are asked to invite others to be part of the Marketing & Sales Committee.
	+ The more members we have, the greater our perspective and project scope.
	+ Are there other people that should be a part of this group?