

## MEETING NOTES:

### -Signature events update

- Collegiate Conversations
  - Link to 11/18 event recording, Virtual Networking – <https://www.youtube.com/watch?v=7XfaWNsLSs0>
  - Link to 11/4 event recording, AMA Pittsburgh Collegiate Conversations: SEO Magic – <https://www.youtube.com/watch?v=LNzzqrs9Yfl&t=6s>
  - Spring 2022 - will likely plan for two events, one each in Feb and March with possibility for April event
    - Topic ideas
      - Sales is not a “bad” word
      - Marketing ethics/mindful marketing
      - Digital technology in marketing – AI...VR...machine learning...
      - How to get and keep a marketing job... career-focused panel discussion with recent hires in marketing positions sharing what they do and how they got their jobs
      - **STILL ASKING FOR FEEDBACK ON THESE TOPICS**
  - Suggestion to consider adding agency/organization tours ... marketing road shows?
    - Could include virtual tours or as conditions allow, on site tours and/or hosting events on site at agency/organization sites (perhaps they sponsor the event)
    - Katie worked on a similar initiative and offered to assist
    - Importance of diversity of marketing positions represented in road shows – capturing from wide areas of student marketing interests and organizational offerings
    - Ideas/feedback welcome
  - Reminder for scheduling student-focused activities... AMA collegiate chapter annual plans likely due end February with international collegiate conference March 11-18 (hybrid format) – students can include AMA activities completed prior to submission in the chapter plans so adds incentive to attend/participate
- AMA Pittsburgh Regional Collegiate Case Competition planned for spring 2022
  - Case to highlight Butler Technologies focused on interaction between marketing and sales with emphasis on digital marketing efforts and lead generation for the printed electronics product line
  - Case writing is in progress (Ashley and Dorene) – plan to release in January
  - Proposed date for competition: April 1
- Working to launch a regional virtual sales competition as AMA/USCA school (WVU, RMU, PPU) collaboration
  - No update ... Mike, Jill, David, Dorene to schedule separate meeting to discuss and Faculty develop proposal/framework for competition
- In the spirit of serving faculty, consider additional signature event... faculty training/ workshop/ best practices
  - Inaugural faculty training session planned for spring 2022 (likely late January/early February)

- Topic: How to run a case competition facilitated by Profs. Nan Nicholls and Kurt Schimmel
- Discussion on additional sessions/faculty-focused professional development event
  - Annual meeting in WV for collegiate accounting professors to share best practices
  - Competitive nature of sharing best practices could motivate faculty to get involved and participate
  - AMA Pittsburgh is investigating training opportunities in areas including design thinking, digital marketing (principles and strategies)

-AMA Pittsburgh chapter initiatives/updates

- Update on upcoming AMA Pgh events/initiatives:
  - Holiday Mingle - <https://amapittsburgh.com/event/holiday-mingle-co-hosted-by-ama-pittsburgh-map/>
    - Wednesday, 12/15, 6-8pm at La Palapa (South Side) in collaboration with Media Association of Pittsburgh (MAP)
    - Free event open to all
    - Service element... collecting toys for Best of the Batch
  - AMA Visiting Professor Program (VPP)
    - RJ is leading the planning for 2022 program
    - Seven companies involved goal is 15 applications from regional faculty
    - Could be especially valuable for pre-tenure or those going up for promotion
  - Consider submitting a blog post for AMA Pittsburgh website as part of the guest author series
    - Typically ~four paragraphs and an image needed for submission
  - AMA Pittsburgh leadership changes in 2022
    - RJ moving into president role with theme of adding to the marketing knowledge base in the Pittsburgh area
    - Focused on developing more programming

-New business/announcements

- AMA Pittsburgh working on two spring events
  - Big game ad review –in conjunction with Pgh Ad Fed
  - Panel of marketers from the Pittsburgh Penguins
  - More details to come

-Other announcements/old business

- Save the date – Robert Morris University regional sales competition scheduled for March 26 sponsored by NetHealth – in-person competition
- AMA LevelUp personal branding LinkedIn workshop link: <https://youtu.be/taMjJfe1VS0>
- Creation of sponsorship ad hoc subcommittee to develop sponsorship templates for collegiate events (case competition, Collegiate Conversations, others...)
  - Nan volunteered - STILL SEEKING VOLUNTEERS

Next meeting: **Friday, January 14, 9:30am**

