# Marketing and Outreach Application

Your role as a Marketing and Outreach Committee member is to think strategically – and tactically – about BCxA’s priorities and ways to implement them in a manner that earns visibility, respect and income to support the organization’s mission: Best Practices, Training/Education, and Industry Advocacy.

Name: Enter you First and Last Name Here

Phone No.: Enter the Best Phone No. to reach you.

Email: Enter your email address here.

## Experience:

Select all that apply.

Market Outreach/Business Development experience

Social media engagement

Branding and messaging

Website Design and Content

Market Research

Technical Writing/Publications (papers or articles)

Other skills you bring to the committee you would like to share?

The purpose of the questions below is to understand your perception of marketing and how to maximize the excellent value you bring to this committee and the BCxA. Your comments will be shared anonymously and confidentially within BCxA leadership only. We appreciate your candor, thoughts and suggestions.

What are BCxA’s marketing strengths? Click here to enter your answer.

What are BCxA’s marketing weaknesses? Click here to enter your answer.

What should be BCxA’s number one marketing priority? Click here to enter your answer.

How should we measure marketing results? Click here to enter your answer.

Thank you for your application! Please submit to Liz Fischer, at [LFischer@bcxa.org](mailto:LFischer@bcxa.org).