

2016 MarCom Committee – Business Plan



Name	Position	Email
Ted Caloger	Outgoing Chair	ted.caloger@mg2.com
Won Moc	Co-Chair	won.moc@sellen.com
Matt Hoffman	Incoming Chair	mhoffman@htland.com
Tyson Feaster	Board Liaison	tyson@lakeunionpartners.com

Committee Members:

Marjorie Chang Fuller, Hoffman Construction Co. Merissa Jackson, Open Square
Josh McDonald, Weber Thompson Mia Marshall, Nelson
Noah Martin, GLY Construction Kate Levenson, Tarragon
Winnie Lam, Urban Renaissance Group Tony Stewart, Howard S. Wright

CREATING VISION

Our vision is to enhance and facilitate communication between all NAIOP members and committees and market NAIOP as the real estate industry expert.

DEFINING OUR LONG-TERM GOALS

In the next 3-5 years, we plan to...

- Develop and refresh our brand standards to reflect the essence and core of NAIOP WA membership.
- Research, identify, develop and implement a new website platform for NAIOP that is mobile-responsive, interactive and user-friendly.
- Through our liaison program, identify and provide the marketing and PR support needed to support each committee's strategic goals.

RETHINKING OUR STRUCTURE

- All MarCom members are assigned a committee to act as liaison (between MarCom and those other committees).
- Form new subcommittees (based on the growth of the committee) :
 - Platform: Development of new HTML-based, mobile-responsive platform.
 - Website: Assist staff with upgrading existing website using available MemberClicks upgrades.
 - Social Media: Integrate selected social media tools to maximize internal and external dissemination of information.
 - Sponsorship: Create more enhanced and compelling sponsorship opportunities to generate more revenue for NAIOP.

DEVELOPING STRATEGY

Strategy	Target Date	Subcommittee Assigned	Critical Success Factors
Develop HTML, mobile-responsive platform for all NAIOP Washington communications	12/1/2015	Platform	<ul style="list-style-type: none"> • All committees are using the platform as the main source of promotion and information. • Provide timely and relevant information. • Collaborate with staff to identify critical components. • Must be: <ul style="list-style-type: none"> ○ User-friendly ○ Dynamic ○ Mobile responsive ○ Able to collect data for sponsorship
Identify and provide marketing/PR needs for committees to support their business plans	Q4/Early 2016	MarCom Liaisons	Liaisons are fully integrated into committees so that they can identify how/where MarCom can help them achieve their business plan goals.
Upgrade existing NAIOP MemberClicks website to initially enhance chapter brand	12/31/15	Website	Maximize available MemberClicks upgrades to enhance current brand until new brand and website platform is established.
Integrate monthly Breakfast Meetings marketing into the new platform	Q1 2016	MarCom Liaisons	Work with Programs to promote Breakfast Meetings through the new platform. Monitor registrations to ensure new platform is meeting registration metrics and provide additional marketing support as need.
Brand NAIOP as the leader in GA for commercial real estate in Washington	Q1 2016	MarCom Liaisons	Collaborate with the Government Affairs Committee to launch a new, dynamic legislative section on the NAIOP web site.
Re-brand NAIOP Membership Marketing Materials	Q2 2016	MarCom Liaisons	Collaborate with the Membership Committee to re-brand membership value proposition and marketing materials.

Develop more enhanced sponsorship package for 2017	Q3 2016	Sponsorship	Increase 2017 MarCom sponsorship revenue by minimum 100% through more enhanced packages on our platform.
Explore a mobile web tool	Q3 2016	Website	Contact top NAIOP chapters to find best practices for web apps. Prepare a budget recommendation for 2017.

PLANNING OUR CALENDARS

Event	Date	Budget	Venue	Purpose
Monthly Meetings	1 st Thursday of each month	\$0	Rotates among committee member offices	Subcommittee updates Liaisons report out Track progress toward goals
MarCom Open House	TBD	\$800	TBD	Network, recruitment and showcase MarCom's capability to greater NAIOP community

ENERGIZING ALLIANCES

Committee Alliance	What Do We Want?	What Do They Want?
Government Affairs	Market NAIOP as source of influence	Increase awareness of major issues impacting local real estate industry
Membership	Market NAIOP as source of expertise	Communicate benefits of NAIOP to existing and potential new members
Programs	Market NAIOP as source of education	Provide relevant topics, influential panelists, etc. to maximize attendance and value to members

MEASURING PROGRESS AND ACHIEVING RESULTS

1. New centralized HTML-based platform has been tested, vetted and fully operational by 12/31/15. Track visits bi-weekly for the first two (2) months then establish baseline target for the remainder of 2016. Monthly tracking yields >90% actual visits vs. target.
2. Committee liaisons are fully engaged and provide meaningful and helpful support for the committees. Survey deployed at the end of the year to measure the success (80% satisfaction)
3. Increase sponsorship revenue generated by MarCom a minimum of 100%.
4. Bi-weekly updates.



COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
WASHINGTON STATE CHAPTER

SUPPORTING THE STRATEGIC VISION

For 2016, we are committed to...

1-7 Adopt leading technology in all organizational activities.

- Create mobile web tool

2-3 Facilitate direct communications and interaction with industry leaders and peers.

3-3 Market NAIOP as a source of expertise:

- Publications