

Communications Committee 1.25.15

Opening and Committee Overview- Janice Walters, ASTA

- Committee began July 1.
- Outline of goals and objectives
- Committee Activities
 - Messaging Workshop
 - 12 people attending from member companies
 - Brainstormed topline messages and activities
 - Communications Summit
 - 25 Attendees,
 - 1.5 day meeting, voted for 2 per year (Fall and Spring)
 - Participants helped shape research questions and gave website redesign insight among other activities
 - CSS 2014 & Seed Expo
 - 20 attendees
 - Similar format to V&F meeting

Communications and Advocacy Project Research Overview- Janice Walters, ASTA

- Discussion of seed improvement the highest ranking term for the three audiences
- Individual group (Mom, Food-focused, Millennial) insights
- Stickyness vs. effectiveness discussion
 - Stickyness- the messages that resonated the best
 - Effectiveness- those messages that people remembered after being distracted
- Infographics from Chicago

Media Reach and Response: CSS and V&F- Janice Walters, ASTA

- CSS
 - Record 3,000 conference attendees
 - Record exhibitors, poster presentations, 32 registered media
 - Dedicated Media Room sponsored by BASF
 - 32 Media Present
 - Press conferences and media availability throughout the week
 - AgriTalk broadcasting live from trade show floor sponsored by Syngenta
- V&F
 - Record 844 attendees, record trade show companies
 - Dedicated Media Room, sponsored by EnzaZaden and HM.CLAUSE
 - Outreach to over 90 media, 6 registered

Timeline and Next Steps- Janice Walters, ASTA

- Annual Convention
 - Committee Meeting
 - Storm the Hill
 - Rebranding Rollout
 - Logo
 - Website
 - Collateral
 - Media Outreach to both trade and external media outlets
- Topline message development using research as a foundation

Janice will send out information about Annual Convention and the next Communications Summit once details have been finalized.

Adjourn