

# ATHENS IN MOTION COMMISSION

## Education & Communications

### Subcommittee Meeting

#### **AGENDA - May 16, 2022**

*4pm - 6pm, via WebEx*

#### Welcome

*4pm, 5 minutes*

#### Agenda

*4:05 pm*

#### Communication & Outreach Strategy - *45 minutes*

- Recap of feedback regarding communication needs
- Communication & outreach strategy purpose
- Best practices & examples
  - How to best reach the target audience
  - Strategies for planning and promoting events
  - Classification for message type and importance When and how frequently to deliver messages
- Discussion
  - Goals
  - AiMC & ACC relationship
  - Annual events
  - Proposed tools in strategy toolkit

*Open Discussion - 10 minutes*

#### Adjournment

