



## CALLERLAB COMMITTEE BRIEF

COMMITTEE NAME: Public Relations

### COMMITTEE FUNCTION:

1. Investigate and implement ways to encourage - and grow - CALLERLAB membership and convention attendance.
2. Interact with the annual CALLERLAB Convention area to provide publicity about convention activities to surrounding dancer clubs and non-dancer organizations.
3. Provide information to our members about the upcoming CALLERLAB Convention area to help encourage convention attendance.
4. Interact with our international members and the International Advisory Committee to explore ways to increase CALLERLAB membership and convention attendance among international callers.
5. Pursue means to increase CALLERLAB awareness among non-member callers.

### FUTURE ACTIVITIES:

1. Keep the three Benefits Tri-Folds (Association, Membership, and Convention) up to date and in use.
2. Follow up on the proposal regarding MicroLABS.
3. Maintain the CALLERLAB Public Relations Facebook page and make regular postings.
4. Do the necessary research about the next CALLERLAB Convention area for implementation of Committee Functions 2 and 3 above.
5. Create and maintain, to ensure relevant content, video ads that would outline the benefits of CALLERLAB Membership and Convention Attendance.

### MEMBERSHIP

PREREQUISITES: Strong written communication skills with an interest in promoting CALLERLAB as an organization and be an Active Member, Associate Member, Active Youth Member, Associate Youth Member, Life member or Caller Partner.

COMMITTEE BRIEF CREATED: JUNE 2015  
COMMITTEE BRIEF UPDATED: SEPTEMBER 2021

COMMITTEE CREATED BY: Executive Committee