

Capital Center

Marketing Committee Meeting 10/28/14, 1:30

AGENDA

1) What's been accomplished in 2014

- Destination video
- Website and collateral pre-development (contracted with Spiral design) – review of website architecture
- Earned media results
- Advertising placements

2) Planning for 2015

- Second video in progress
- Advertising (print and on line)
- Developing the “complex” identity – naming/ creative/ booking policies – planned marketing in Albany Visitor Guide
- Sales efforts ACCVB / SMG

3) Other Business