

Proposal to Establish a Communications Committee

Purpose

To provide input and strategic direction to IME's communications process. The Communications Committee will also be a subject matter resource for IME's communications team.

The purpose of the Committee will be to provide the opportunity for IME members to engage in discussions about what the industry members are saying on their behalf about issues affecting the industry; additionally, it will serve as a "value-add" of being an IME member. The Committee will not serve as an approval forum for documents such as press releases, one-pagers, or website content.

Proposed Committee Make-Up

The Communications Committee shall be comprised of communications professionals employed by IME member companies. The Committee should appoint a Chair and a Vice-Chair. IME's Director of Communications and Marketing will serve as the committee liaison.

Activities of the Proposed IME Communications Committee

The following is a list of activities the IME Communications Committee may undertake:

- Provide input on strategic messaging.
- Serve as IME's echo chamber by sharing/re-posting IME social media posts and marketing content and ensuring the right people in their companies see what IME is putting out on behalf of the industry.
- Serve as a resource during a communications crisis.
- Be IME's communications liaison within their company and help track down vital information when needed.
- Help develop a list of subject matter experts available to speak with the media.
- Be the point person for quotes and other content development—for example, spotlights of member companies for IME's Weekly Blast member newsletter.

Meeting Frequency

It is suggested that members meet remotely at least once a month for the first two months to establish a workflow and identify processes. The committee would then meet quarterly or in response to an industry event.