



Annual World Congress of SBMT

Publicity, advertisement, website, social media and third-party fundraisers and public relations Scaffolding Guidelines

In-House Publicity

House publicity will be the responsibility of the Operations department, overseen directly by senior management.

Strategy

Targeted Audience: Before creating any publicity materials, research your target audience to understand their needs, interests, and preferences.

Develop a clear message: The message should be short, easy to understand, and tailored to SBMT's targeted audience.

Appropriate channels: Choosing the most effective channels to reach SBMT's targeted audience, such as online, radio, TV, or social media. Most effective: LinkedIn, Twitter, and Facebook. Mid-range: Instagram. To adopt: Hulu, Research Gate, and YouTube Live , to name a few.

Coordinate efforts: All Subcommittees, and its members within SBMT should be aware of the publicity campaign and work together to achieve the desired goals, re-sharing, engaging colleagues and institutions, linking their network to the SBMT network, and pointing to the advertisement campaigns and SBMT achievements.

Advertisement Campaigns

Identify your objectives: Determine the purpose to achieve through the advertisement campaign, such as building awareness, generating leads, or driving sales. There should be three concurrent Ad streams.
August to March: AWC, Gala
May to September: N20 (depending on G20 dates)
BTIP, Policy: Throughout the year.

Different targeted Campaigns:

AWC: Sponsorship and Attendance

-Faculty to engage representatives, investors, and companies to Sponsor.

-Institutions alignments to bring attendees

WBMF: Prestige and Glamour

Cater to Hollywood names and stars in the industry to influence more prominent donors.

N20: Sponsorship, companies.

Sponsors become guests. The strategy is to use our advocacy arm to include the companies in the congress agenda. (Sponsor before going to WH and Congress).

BTIP, Policy: Results of Job creation, wellness for the area of influence, and benefits for the politicians that make it happen.

Develop a message that will resonate with them.

Metrics: Depending on the campaign, we measure: reach, impressions, clicks, or sales that becomes the success marker of the advertisement campaign.

Website

Define your website's purpose:

Current Events display: AWC, WBMF, N20

Archive for past Events: AWC, WBMF, N20

Education in Kids Corner and SBMT U.

SBMT Market: SBMT mementos (pins, lanyards, conference surplus)

Textbook Store

Membership Portal

Poster repository

Press Release Central

Make it visually appealing: Consistent branding, high-quality imagery, and a user-friendly design.

Provide valuable and relevant content: New, dynamic, current, and exclusive.

Focus on user experience: Ensure the website is easy to access, navigate, and use—Target AWC dedicated page and Membership.

Social Media

Create quality content: Develop engaging and relevant content, including text, images, and video.

Interviews, "Brain thought" (Brain health, a fact that can be given by the fellows or interns weekly)



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Engage your audience: Respond to communication, comments, or questions promptly, and build relationships with your followers. (i.e., Forums or streaming the Scientific committee presentations and conversing on them.)

Third-Party Public Relations Companies

Clearly define roles: Ensure that everyone involved in the project understands their role, responsibilities, and expectations.

Operations and ALL decisions go through SBMT management. Third parties are not to decide on any matter independently, nor should they confer with other SBMT faculty or related personnel to steer decisions in the Society, and adhere to the signed NDA.

Third-Party Public Relations Companies

Set specific goals: Establish clear and measurable goals for the project, and align them with SBMT's overall objectives. At no point will a third party dictate the plans or the metrics to measure.

Communicate, collaborate and cooperate on time (C3T):

Maintain open and effective bi-weekly communication between the SBMT executive committee and the third-party team members to ensure the project stays on track.

Collaborate in a cordial, respectful and open manner.

Cooperate with SBMT executive team to achieve the mission of the organization on SBMT projected schedule.

Communication, collaboration and cooperation must be done in a timely fashion.

Evaluate results: Review the results at a biweekly rate, successful or not. Use the lessons learned to improve for the next project.

Fundraising:

Define expectations: Set up goals for the fundraising campaign, including the specific amount of money to raise, the target audience, and the timeline for the campaign. Ensuring the potential sponsors remain in the SBMT Rolodex.

Establish a budget: Budget presentation and transparency with the third-party company, ensuring understanding of the parameters for the campaign and prevention of overspending.

Commission rates: Negotiate commission rates with the third-party company. The Fundraised money should not only pay for the third-party company salary. Third-party compensation companies will always be less than the total fundraised money. If a base salary is equal to the fundraised amount, SBMT will pay 25% less of the total amount fundraised.

Stay involved: Third Party companies are auxiliaries to the core SBMT executive team. SBMT is in no way assigning complete control to the third-party company. The third-party company should always be in agreement and try to comply with SBMT's needs and suggestions. The third-party company must follow SBMT's guidelines and ensure the campaign progresses as expected.

Review and evaluate the results: Evaluation of the campaign's success and review of the results. Could the amount of money raised and third-party collaboration be made without them? Comparison to the initial goals. Use this information to make adjustments for future campaigns.