

P2Rx Marketing Committee Conference Call

August 2, 2011

1:00 – 2:00pm (PDT)

4:00 – 5:00pm (EST)

Participants:

Andy Bray and Rachel Smith (NEWMOA); Julie Woosley (ESRC); Cam Metcalf, Lissa McCracken, and Ken O’Hara (KPPC); Bob Iverson (GLRPPR); Myla Kelly (Peaks); Donna Walden (WSPPN); Paula Del Giudice (PPRC); and Angela Miller (NPPR).

Purpose:

The objectives of this conference call/webinar were to discuss ways that P2Rx centers can communicate more effectively, and finalize plans for the public rollout of the “National Sustainable Lodging Network” at www.sustainablelodging.org, including a review of outreach materials.

P2Rx Communication Strategy:

Donna Walden began the conference call by leading a brainstorming session to discuss ideas for how P2Rx can communicate more effectively. The focus of this session was to address P2Rx Goals #2 and #3. She proposed several strategies, a few of which were discussed further below:

Responding to Media Inquiries

Although the P2Rx Centers previously agreed to formally drop the “Rapid Response” service from the list of National products/services, Donna noted that there is still a need for Centers to respond quickly to customers as well as the media. The Committee decided to utilize the following possible solutions to help facilitate rapid response requests in the future:

- Angela Miller will work with NPPR’s summer intern to develop a list of experts in various P2 technologies that can be shared by all the Centers. She plans to conduct one-on-one conference calls with each Center to gather this information by the end of August.
- Centers will utilize the P2Rx Admin Google Groups listserv to solicit information, as well as other listservs, such as P2Tech, where applicable.
- If Centers know of a particular person that has expertise related to the P2 topic or technology in question, they will call them directly.

Investing in Search Engine Optimization

In the past, P2Rx has worked with Scott Butner on strategies to increase search engine optimization – such as getting other websites to link to P2Rx information in a meaningful way. Centers have seen some improvement since then. However, there may be additional things that P2Rx can do to move P2Rx resources higher on internet search lists. For example, keeping the content on P2Rx’s homepage updated and relevant should cause P2Rx to appear higher on the search list. Andy Bray agreed to bring this topic up on the next Web Committee conference call.

Repositioning P2Rx a “News-Makers”

The Committee agreed that this is needed and feel that there are a lot of P2 success stories that Centers can showcase as a way to make P2Rx more visible. However, it may be challenging to get media outlets to approach P2Rx for news. Bob Iverson noted that GLRPPR has had a hard time finding Bloggers seeking out P2Rx. Donna developed a list of possible news items that P2Rx can promote in the near future, as follows:

- P2 Results – including Regional reports of numbers
- EPA’s P2 Strategy (planned for September)
- Launch of the National Sustainable Lodging Network
- P2 Week in general
- NPPR’s MVP2 Awards

Creating a Media List Based on Region/Sector

The Committee noted that an organized list of national and regional press outlets and other contacts based on P2 topic or sector would be beneficial. NEWMOA has started to develop a list of media contacts for the hospitality industry that they will use when promoting the National Sustainable Lodging Network.

Public Launch of National Sustainable Lodging Network:

Andy discussed plans for the broader launch of the National Sustainable Lodging Network, www.sustainablelodging.org, which is planned to coincide with P2 Week in September. This launch will target lodging facilities participating in state or local sustainable hospitality certification programs. NEWMOA has developed several outreach materials in support of this launch. The hope is that the Program Managers from these state and local programs will push out these materials to their member facilities.

NEWMOA drafted an invitation memo that Program Managers can send to their contacts asking them to join the Network, similar to the memo prepared for the April launch to Program Managers. Andy noted that the Program Managers can customize the memo as needed. There is a placeholder in the invitation memo for Program Managers that would like to take advantage of the Group feature allotted by the Network and invite their members to join a specific Group dedicated to their state or program.

The plan is for P2Rx Centers to contact Program Managers in their Region and ask those Program Managers to send out the invitation memo to their facilities. NEWMOA will draft a cover letter that Centers can use to engage Program Managers, and will send Centers the list of contacts for each Region. Andy also suggested hosting a webinar to engage Program Managers in this process and help them understand why we are asking for their help in recruiting lodging facilities to the Network.

In addition to the outreach invitation, NEWMOA also drafted a press release based on Donna’s earlier version that will be sent to national hospitality trade publications and journals as another way to promote the site to lodging facilities. Rachel Smith explained that there are placeholders in the press release for statements from actual users or supporters of the National Sustainable Lodging Network. She noted the importance of name recognition in getting lodging facilities engaged and has developed a list of suggested contacts for each Region – including persons from

government, trade associations, and lodging facilities – that may be willing to provide a statement to incorporate in the press release.

Rachel has also started researching press contacts and will develop a press list to use for the national release. P2Rx Centers are encouraged to customize the press release, using quotes or statements from contacts in their Regions, and send it to additional regional press outlets or organizations.

Next Steps

- Rachel will draft a cover letter for P2Rx Centers to send to Hospitality Program Managers along with the invitation memo, and provide Centers with step-by-step instructions on how they can help to facilitate the launch for their Regions. In order to ensure enough lead-time, Rachel will complete this task by mid-August.
- Rachel and Andy will schedule a webinar for P2Rx Centers and Hospitality Program Managers to introduce them to the Network and explain plans for launching the site to lodging facilities, and others. The webinar will be planned for the first week in September and registration information will be included in the cover letter for Hospitality Program Managers.

Next Conference Call:

To be scheduled in September 2011.