

BHMA Virtual Spring Meeting
BHMA Marketing Communications Committee Meeting Agenda
Tuesday, June 2, 2020 | 1:45pm ET

+1 929 205 6099 US (New York), +1 669 900 6833 US (San Jose) | Meeting ID: 959 3981 9138

- I. Attendance
- II. Call Meeting to Order
 - a. Antitrust Review
 - b. Review/approval of minutes from last meeting
- III. Major Initiatives
 - a. CPD Marketing Communications Program Launch
 - b. School Security
- IV. Digital Strategy
 - a. Social Media
 - b. Website Updates
 - c. Email Campaigns
 - d. Analytics
- V. Media
- VI. BHMA Centric
 - a. BHMA Industry Insider Newsletter
 - b. Richard A. Hudnut Distinguished Service Award
- VII. Sales – Larry McClean
- VIII. New Business
- IX. Upcoming Meetings
 - a. June Monthly Meeting – Thursday, June 18, 2020 at 11:00am ET
- X. Adjourn