

PROMOTIONS COMMITTEE

The Promotions Committee is charged with:

- Making recommendations to the Board of Directors regarding promotional activities for NAA
- Marketing the auction professional and the organization as necessary
- Annual campaign review and planning regarding National Auctioneers Week
- Staying informed of promotional and marketing best practices in order to bring ideas to the NAA for discussion and/or implementation where applicable. These best practices may include marketing an association internally to members and externally to nonmembers as well as general marketing current trends and tools.

Committee Composition

- The Promotions Committee will consist of six (6) members plus a Chair and Vice Chair, totaling eight (8) members.
- Committee members shall serve staggered terms of three (3) years or until their successors are appointed and qualified so that two (2) Committee members shall be appointed each year.
- A representative from the Executive Committee shall serve as an additional member during his or her term.
- The committee reserves the right to fill a vacancy if necessary. The Chair will report to the Board.

Committee Competencies

The following competencies have been identified for those who serve on this committee:

- Experience in marketing a brand
- Campaign-level marketing strategic planning
- Working knowledge of current marketing tools across multiple platforms
- Detail-oriented
- Team-oriented

This committee will hold, at minimum, one face-to-face meeting and two conference calls each year. Additional calls or meetings will be held on a case-by-case basis.