

## NAIOP Communications Committee

### 2016 Goals and Actions:

Goal of the 2015 Communications Committee is to find ways to promote corporate sponsors and board members within the membership. Externally, the goal is to enhance NAIOP's awareness in the broader community for:

1. Job growth through commercial real estate as a vital industry in Arizona
2. Education (MRED partnership, etc)
3. Community giving
4. Politically

### **New Ad Campaign:**

- **Impact and Connection**

### **Actions:**

1. Develop a solid committee to develop an activity calendar for 2015 of executable items.
2. Meet the Media event for sponsors-only to attend. Put together a Media packet of events, key contacts for quote in each market, NAIOP contacts, etc.
3. Bolster NAIOP's Public Policy involvement
4. Social Media engagement
5. DL communication support: events, 4 newsletters (executed by the committee)
6. Event Eblasts
7. Branding the Chapter
8. Publication and press agreements

### **Publications:**

- Phoenix Business Journal
- AZRE
- Arizona Republic Real Estate section
- GlobeSt
- CoStar
- BREW
- Commercial Executive
- AzBuilder's Exchange