

----- Original Message -----

From: "Marie Herman (IAAP)" <iaap@mrhenterprises.com>

To: <iaap@mrhenterprises.com>

Sent: Monday, February 20, 2006 8:47 PM

Subject: 2006-03-09 IAAP Brainstorming Chat - Getting Positive Publicity

Greetings fellow IAAP Chapter and Division Officers!

You are receiving this email because you expressed interest in participating in the inter-chapter brainstorming chats. If you have changed your mind, please just drop me an email to let me know and I will remove you from this email list.

The second unofficial IAAP inter-chapter brainstorming chat will be held on March 9, 2006. I am going to host this chat roughly during the lunch hour for most of the US anyway), however, for my future reference, please reply to this email and write weekday lunch or evening or weekend in the subject line for your preferred chat time and I'll consider changing it for the third chat, based on majority preference.

Please note that I am hosting the following as an individual member of IAAP. It is neither sanctioned nor endorsed by the IAAP International Board or HQ. This is a lengthy email because I wanted to include as much information as I could (general chat information, questions planned for chat, ground rules of participating and tips to make the chat room more user friendly for yourself). This way, if you forward it on to others, they will have just about all the information they need to participate effectively.

EVENT: Chapter Brainstorming Session

DATE: March 9, 2006

TIME: 8:00 a.m. Hawaii Time

10:00 a.m. Pacific Time

11:00 a.m. Mountain Time

12:00 p.m. Central Time

1:00 p.m. Eastern Time

FOCUS FOR THIS CHAT: Getting Positive Publicity for your Chapter

URL: <http://www.iaap-tworivers.org/chat/>

These chats would be open to ALL IAAP MEMBERS (not just officers). Members at large are welcome also, but these chats are definitely chapter-focused and I don't plan to change that any time soon. Please pass the word on to your members! I do ask that everyone drop me an email to let me know they plan to participate, so they will receive the transcript/summary after the chat and any last minute instructions I send out before the chat.

The idea is to discuss what challenges your chapter faces and how other chapters have overcome those challenges. We are looking for great tips and suggestions to share and thought provoking conversation (and perhaps a mutual shoulder for comfort). This is not a complaint session, but an inspiration session!

So what would be involved in participating? On the designated date and time (see top of email), all you would have to do is go to:

<http://www.iaap-tworivers.org/chat/>

and type in a user name of your own creation. I did find that if you actually registered with a password, it seemed to work a little better for some people (a few people were having problems with getting spontaneously kicked off the chat). Then just click the chat button. That's it! It's easy! (You can test it in advance of the chat.) Please make sure you are allowed to do this if you are chatting from work. We don't want anyone to get in trouble.

I may try to post the results/summary for those chapters that cannot participate (that will depend on how complex it is to capture the discussion). I make no guarantees as to how quickly I will get the summary out (or even IF I will). :)

If you are interested in participating, please drop me a reply email. Please help me get the word out to your chapter members so we have a terrific and productive discussion! Let me know if you have any questions.

Thank you!!!

Marie Herman CAP/CPS CIWD ATM-B
Vice President
Two Rivers Chapter, IAAP
iaap@mrhenterprises.com

Administrative Professionals Week is on the horizon within a matter of six short weeks after this chat. This is one of our premier opportunities to get media exposure and publicity. Is your chapter taking advantage of this window of time? Join us as we discuss ways to maximize our publicity before and during APW. I hope to make this topic a little more focused than our prior chat, in order to help people stay on topic.

QUESTIONS FOR THIS CHAT

- 1) What is your chapter currently doing to get the word out into the community and businesses in your area?
- 2) What kind of marketing materials has your chapter developed?
- 3) What are some suggested locations for distributing flyers/brochures/business cards?
- 4) How can you approach newspapers / television or other media for exposure and article consideration?
- 5) How can you maximize your publicity efforts, especially during Administrative Professionals Week?
- 6) What IS and ISN'T news (as far as the media is concerned)?
- 7) Why would you send out press releases (i.e. what kind of news?)
- 8) Has your chapter done anything unorthodox or out of the box (but still legal and professional) for publicity?
- 9) How can you partner with other companies (or perhaps other IAAP chapters) to increase your publicity?

Do you have additional questions you would like us to cover on the subject of publicity? Send them to me so I can assemble a list.

CHAT GROUND RULES

- If you have something to offer participants (like a PowerPoint presentation or sample press release text for instance) or information to share that is personalized (such as the name of a company's local sales reps), DO NOT ask people in the room to post their email addresses or city/states for you. As we learned the hard way, this results in 5000 people posting their email addresses in the room. Instead, email your file and/or email address (the offerer only, not everyone who wants it) to iaap@mrhenterprises.com and I will include it in the summary email for everyone to access.
- Please do not change the color of your type. I will be posting new questions in BOLD RED AND CAPS to make them stand out more clearly.
- When a new question has been posted, please discontinue any conversation on previous questions.
- Please do not post new unrelated questions (in other words asking someone to expand on what they just said is fine, asking a brand new question like "can someone tell me how to get members to attend monthly meetings" is not fine when we are discussing publicity, because that is the subject of a future chat and pulls us off into too many new directions.)
- Please do not type "me too" or "great idea" answers, which will just clutter up the screen and don't actually contribute to the conversation.
- Please remain polite at all times, even if you disagree with someone's suggestions. (I am just writing this as a formality, I know you are all awesome people who would never be otherwise!)
- Please stay on topic (Don't wander off into, "Hey, my aunt lives in Hawaii. It's beautiful there. I went there on my honeymoon.")
- Please don't monopolize the conversation (this goes for me too, I'm terrible about having too much to say!). Let's make sure everyone gets their chance to speak, if they wish. It's ok to just lurk in the background and read what everyone has to say too (as long as SOMEBODY has something to say). :)
- When new people enter the room, don't all say "hi". This isn't the Waltons (old TV reference for those of you that might not know what I am talking about). Yes, I know this seems unfriendly, but let's face it, dozens of people all saying hi at the same time really fills up the screen! Please just know that everyone is silently saying hi and waving to you!!!
- Do not try to click on someone's name and view their profile. I believe this was one reason some people were getting kicked off the chat, especially if they hadn't signed in with a password.

- If the chat freezes, try signing out and logging back in (you might have to choose a new name, like adding a 2 at the end of your name). Note that you will lose all messages that were on the screen before you logged out.

- If you have inordinate trouble remembering these rules, I will request your assistance to help me edit the transcript afterwards. Deleting fifteen pages of excess text and rearranging questions and answers to be together can help tremendously in clarifying why these ground rules are so useful.
:)

BASIC FUNCTIONS IN CHAT THAT MAKE LIFE EASIER

- There are some basic functions available in our chat that make it easier. To do any of the following you would type the slash and specified word and hit enter. Here are some of the significant options:

`/to {user} {message}`

Send a private message to the specified user (other users won't see it). In other words to send a private message to me that the room can't read, you would type the following: `/to msmarieh Hi Marie! You are the best thing since sliced bread for hosting these chats! and then press enter.` This message would then be sent to me and wouldn't show in the general room (though you would see it on your screen with a marker showing it went to me).

`/notify`

Toggles notifications of user entrance/exit for the current room. This reduces the clutter on the screen substantially because you don't see all those messages of: Nancy Drew entered the room. Nancy Drew left the room.

`/save [n]`

Save the last n (meaning number) messages (notifications ones excluded) to an HTML file. If n is not specified, all available messages will be taken into account. So if you just want to save the whole chat, you could type `/save` and press enter. Note, we also know that you can copy and paste the chat into a word window. It may be a very large file. The advantage of save comes in when you haven't turned off the coming and going messages (see `/notify`) as it doesn't include those in the saved file.

`/timestamp`

Show/Hide time before messages.

If you forget these, you can click on the small question mark to the left of where you type your responses to get a window with all the available options.