IC TIG Meeting Notes
7/10/18

Attending: Mary Nash, Nina Sabarre, Jeremy Braithwaite, Robert Perez

Leadership Team Updates
- Program Chairs - no word yet from AEA re: session acceptance. Should be sometime in July.
- Social Media Chair - Working on a social media article for next newsletter. Discussed possible approaches. Will likely be a series with an introductory article on social media platforms being used by consultants, with subsequent articles diving deeper into each platform (probably Twitter and LinkedIn).
- Web/Print Chair - June newsletter went out at 6 am on a Friday. Open rate was 45.1%, which is much higher than it has been in recent months. More use of the discussion group. Website updated, meeting minutes updated, and newsletters posted.

Newsletter
Next one is Sept.
Social Media article - Nina
Conference info

AEA Board Elections
Does the IC TIG have anyone running? Don't know.
Myia will post to discussion board.

New Guiding Principles
Anyone attend that webinar? No.
Recording is available on AEA website.

Town Hall on AEA Ends Goals statement
July 20 at 2pm Eastern
Myia plans to attend to get an idea of how the future direction of AEA meshes with the priorities/strategic plan of the IC TIG.

Phishing Emails
Beware. Phishing scam using AEA’s name is out there in the world.

Conference
Discussed preliminary items that will be on the to-do list later.
Friday night informal gathering? Dinner? Drinks? Myia will do some recon on a location.
Tables at the conference: IC advertising table, Ask an IC at poster session (do we want to do that?), joint reception table.
Business meeting: what should that look like? We’ll talk about it in coming months. Myia would love any ideas.

AEA365 IC TIG Week
Happened on the week of Independence Day. Went well! Both Myia and Mary both got positive feedback. Mary’s post was shared a few times.
Myia will reach out to Shiela to reserve Independence Day week next year as well.

Next Call - Aug 14