



## **Vice-President Communications/PR January 2020 Report**

### **General**

- Participated in my first EC phone conference of the new EC Board
- Generate new data base for Skal Officer data mailing
- Updated Skal USA website with new EC information
- Assisted new VP Admin, Richard Scinta, in preparing new Skal Database mailing to club officers
- Made arrangements for official Skal USA EC Photography for website, social media and personal headshots of elected officials.
- Discussion with Fiona McFarlane, Director - Skål International Executive Committee, Communications for SI EC. Topics discussed:
  - Digital Transformation Issues.
- Generate draft communications plan in preparation for Skal USA winter meeting and planning sessions
- Began to update Skal USA website for 2020 topics and headings
- Developed new email addresses for new EC members Morgan and Celeste
- Added additional security to EC member emails to prevent hacking, phishing and corruption
- Preparing National News Article to go out about recent EC meeting and Skal USA initiative for 2020
- Developed new Business Card design for all EC Members; all EC members have cards now
- Business Card Design will be incorporated into new letterhead and communication templates.

### **Digital Social Platforms**

- Initial Planning to reintroduce Skal USA LinkedIn site and tie it back to business benefits and job board.
- Instagram site is up and working but need to establish criteria for posting. VP Membership and I will be discussing this in the near future. Criteria for Facebook Posting will also be established

### **Skål USA Newsletter & General Communications**

- Decided at EC to publish Bi-monthly. First one scheduled for mid-February. Hot news topics will be handled as email blasts to membership when needed
- Webinars and Blogs were discussed at EC. A Master Calendar will be developed by Skal VP Admin and Communications. Roger Dow was contacted and will be featured in first webinar offered to Skal General Membership and Officers. New concepts will be developed early this year.



## **Vice-President Communications/PR**

### **February 2020 Report**

#### **Skål USA Communications**

- Attended February EC phone conference meeting
- February e-Newsletter was distributed Skål USA wide on February 24. A reissue will take place on March 1.
- Posted and monitored, along with other Social Media Administrators, Skål USA Facebook page
- Developed Skål USA database mailer in coordination with Skål USA VP Administration. Added the form to Skål USA website and monitored results on behalf of Membership and Administrator.
- Added new SI website training videos courtesy of Skål Canada. Creating “How to Navigate Skål International Website individual url and added to Skål USA Website.
- Updated Skål USA EC letter head. Generating new Skål USA branded letter head to be completed early March.
- Researching cost to redesign a more user-friendly picture gallery to Skål USA.org home page. This will allow pictures to be swapped out on a more regular basis with having to edit raw pictures every time.
- Promoted 2020 NASC using NASC promos developed by Skål Canada.
- Executed email firewall security with GoDaddy and Skål USA Webmaster. With cooperation of EC members was able to debug in a few days and filter out more spam and phishing issues. Security software continues to learn what is spam or not through a daily monitoring service send to Skål USA Communications.
- Assisted a few EC members with the email issues and was able to load successfully on EC members new electronic equipment.



## Vice-President Communications/PR March 2020 Report

### General

- Participated in the February EC phone conference and emergency meeting on NASC.
- Continued to work with Skål USA VP of Administration and Membership on the membership database and updating Skål USA website with info on how to Navigate the new SI website
- Assisted Skål USA President on his communications to the members on various topics around the Corona Virus and NASC.

### Digital Social Platforms

- Continued to monitor Skål USA and Skål International Facebook for news relevant to Skål USA membership and assisted Jim Dwyer where need on Skål USA Facebook influx of new members from an initiative to add more Facebook friends.

### Skål USA Newsletter & General Communications

- National article, coordinated with past Director of Skål USA PR, Steve Richer, via PR Newswire, on the eight Female Skålleagues receiving Leadership Recognition Awards at the recent CONNECT Travel Conference by the Women in Travel and Tourism International (WITTI). Awards were received by eight Skål International members with six of them from Skål USA clubs, including our very own EC members, Holly Powers and Morgan Maravich. Article was picked up by over [150 news outlets](#) with a potential audience of 84 million from all media platforms. [See article here](#).
- Coordinated first educational webinar series of 2020 along with Morgan Maravich, Director of Skål USA membership, featuring Roger Dow, President/CEO of U.S. Travel Association. Several planning sessions took place before the webinar on March 26. All time high of registrants, over 200, and great participation from Skål USA membership. Follow up with an email blast to all Skål USA members offering them the opportunity to hear the webinar. To hear webinar, click [here](#). Registration required by "GotoMeeting."
- Skål USA Newsletter for breaking news Skål USA's Journey's "Lightning News" went out twice during March. First one promoted the first Skål USA webinar on Roger Dow and featured the cancellation of NASC. [Click here](#) for March 9 Lightning News. The second one was released on March 30 and contained several breaking news stories including Roger Dow's webinar recording, Coronavirus breaking news from Skål International, a twist on the job board to let Skålleagues know if there are any jobs out there from fellow Skål USA members and other news. [Click here](#) for link to Lightning News for March 30. Next newsletter out in April.



## Vice-President Communications/PR April 2020 Report

### General

- Participated in the April EC phone conference.
- Continued to work with Skål USA VP of Administration and Membership on the membership database and updating Skål USA website with info on how to Navigate the new SI website.
- Assisted Skål USA President on his communications to the members on various topics.
- Continue to update Skål USA website, SkålUSA.org as needed.

### Digital Social Platforms

- Continued to monitor Skål USA and Skål International Facebook for news relevant to Skål USA membership.
- Reactivated LinkedIn site: began to post on this medium the Executive Educational Series; Instagram is now being used with coordination from our social media administrators.

### Skål USA Newsletter & General Communications

- Coordinated with Skål New York along with Skål USA President a new initiative to help hospitality workers who have been negatively affected by Coronavirus pandemic. Developed a national launch press release scheduled for early May.
- Coordinated 2<sup>nd</sup>, 3<sup>rd</sup> educational webinar series of 2020 featuring Peter Greenberg of CBS and Christopher Thompson, Brand USE. Peter Greenberg webinar was executed with over 140 folks listening with hundreds other receiving the record webinar on Peter Greenberg and other Skål Facebook friends. [Listen here](#). Christopher Thompson webinar takes place on May 7. [Register here](#). Laid the groundwork for future webinar series featuring ASTA, Zane Kirby (June 11), and Terry Dale, USTOA, in June (TBD).
- Launched a new Skål USA Coronavirus resource page on the Skål USA website utilizing resources from US Travel, CDC, SBA, Skål International and other COVID-19 info sites.
- Skål USA Journey's "Lightning News" went out once in April 22 featuring the webinar series, launch of the Skål USA Coronavirus resource page and other news. [Click here](#) for April Lightning News.