



Pool & Hot Tub Council of Canada Conseil canadien des piscines et spas

Promotion & Marketing Committee

FACT SHEET – updated June 8, 2017

Mandate:

- Develop and maintain an effective strategy to promote the Council within the industry to increase the membership level
- Develop and maintain an effective strategy to promote the Aquatic Leisure Industry and the Council to consumers

Provide direction to the Board, Chapters and Staff on advertising campaigns.

- Encourage co-operation and collaboration among Chapters
- Provide the organization with budget recommendations on specific advertising, marketing and promotional initiatives

Objectives:

- Bring about a recurrent year to year increase in the number of new Member applications submitted
- Stimulate a growing number of hits on the PHTCC Website on an annual basis
- Attract greater member participation to regional and national events, including the convention
- Generate increased sales of publications each successive year

Projects:

- Analyze current PHTCC marketing programs for effectiveness
- Develop and maintain an effective online marketing program through social media and an increased web presence
- Maintain and improve the existing Expo App
- Source cost-effective advertising channels
- Analyze the Canadian Pool & Spa Conference & Expo promotional campaign and advise on areas to improve

Participation:

- PHTCC member volunteers
- Staff
- Ex-officio status for experts on specific work items

Commitment:

- Meetings are conducted via zoom conference calls of typically 60-75 minutes in duration. Approximately 8 conference calls are held each year. Committee members may be called upon from time to time to review documents and explore specific issues between conference calls.

HOW TO JOIN: Contact Aman Syal at the PHTCC office aman@poolcouncil.ca