



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

PROMOTION & MARKETING COMMITTEE

Fact Sheet

Mandate

- Develop and maintain an effective strategy to promote the Council within the industry and increase membership.
- Create and implement a strategy to promote the Aquatic Leisure Industry and the Council to consumers.
- Provide guidance to the Board, Chapters, and staff on advertising campaigns.
- Foster cooperation and collaboration among Chapters.

Objectives

- Achieve a year-over-year increase in new member applications.
- Drive annual growth in website traffic and engagement.
- Boost member participation in regional and national events, including the annual convention.
- Increase sales of PHTCC publications each year.

Projects

- Evaluate the effectiveness of current PHTCC marketing programs.
- Develop and enhance an online marketing strategy through social media and an expanded web presence.
- Maintain and improve the existing Expo App.
- Identify cost-effective advertising channels.
- Assess and refine the promotional campaign for the Canadian Pool & Spa Conference & Expo.
- Oversee and expand the Women in Swim initiative to foster leadership, networking, and mentorship opportunities for women in the industry.

Participation

- PHTCC member volunteers
- Staff
- Experts with ex-officio status for specific work items

Commitment

- Meetings are conducted via online conference calls, typically lasting 60–75 minutes.
- Approximately 4–8 conference calls per year.
- Committee members may be asked to review documents and explore specific issues between calls.

How to Join

Contact the PHTCC National Office at office@poolcouncil.ca.