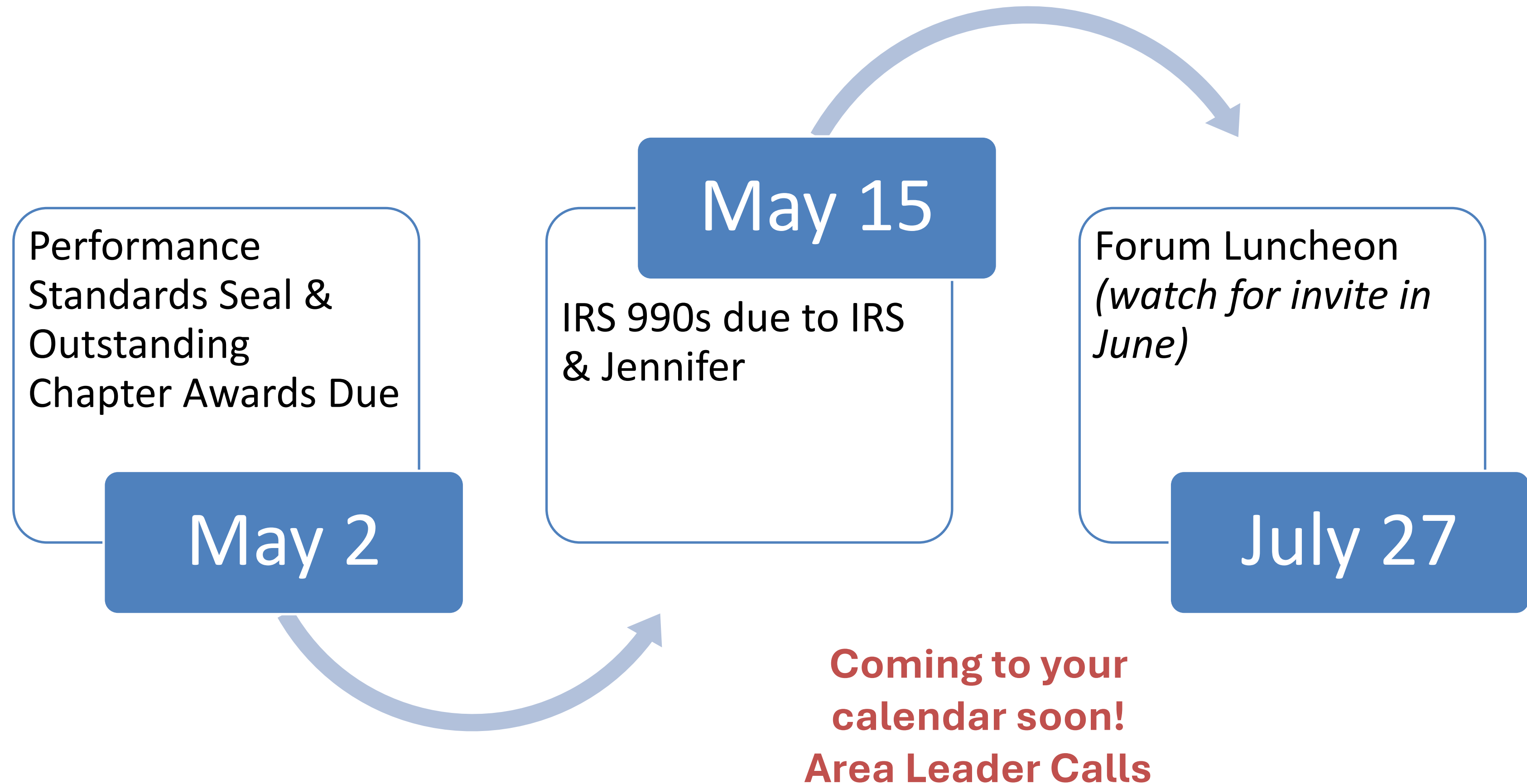


NIGP
**LEADERSHIP
SUMMIT**2025

ACADEMY

**MarComm Made
Easy**

Welcome!



POLLS

**Let's find out about your
communications &
marketing**

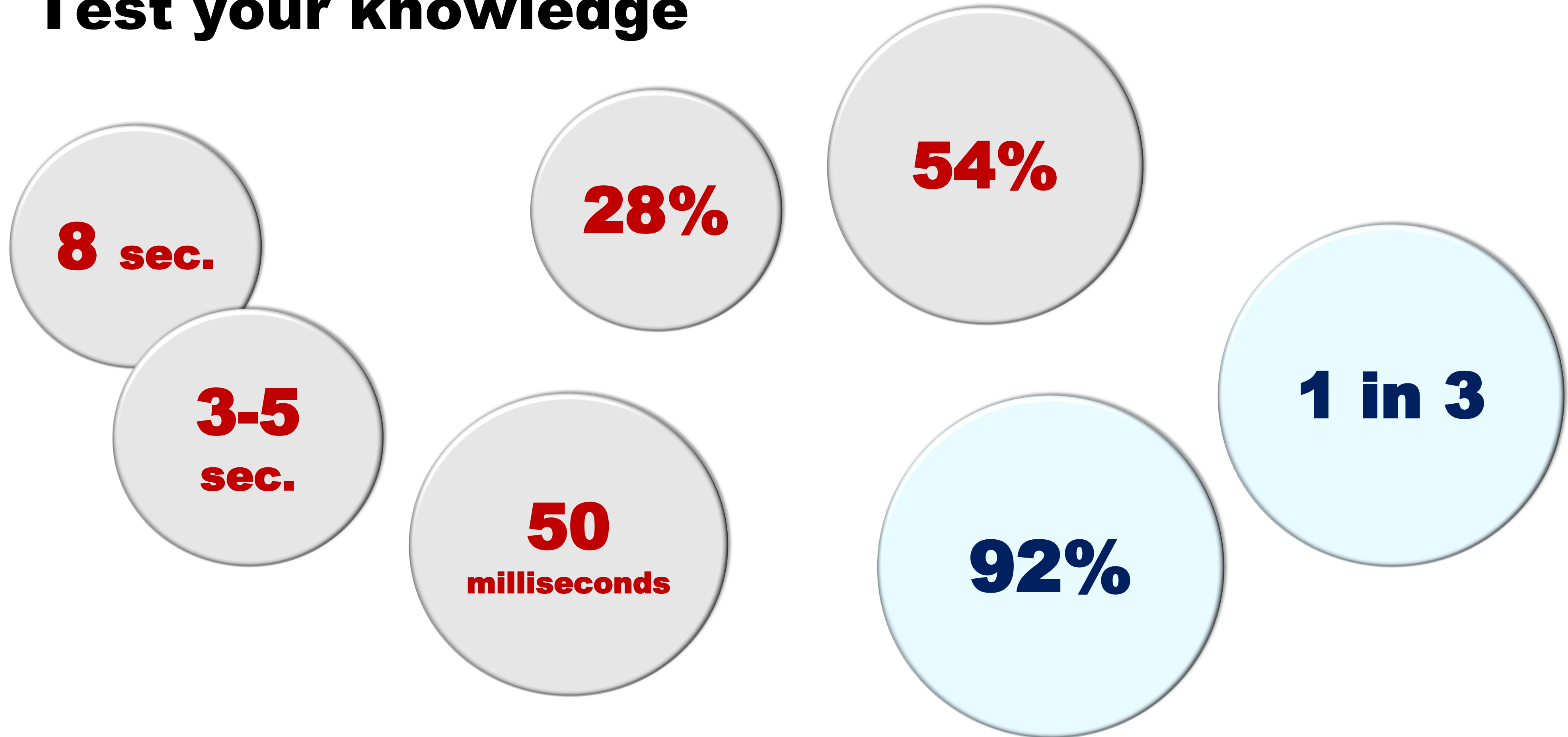




“Good communication
is just as stimulating as
black coffee, and just
as hard to sleep after.”

Anne Morrow Lindbergh

Test your knowledge



Success begins with the plan



**Start with
why**

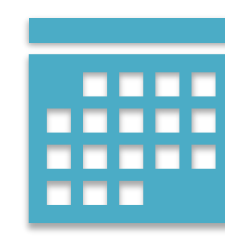


**Define
goals &
audiences**



**Craft
messaging**

- *Warm*
- *Friendly*
- *Authentic*



**Build basic
calendar**



**Choose
channels
wisely**



**Engage,
Evaluate &
Evolve**



It all begins with the audience!



calendar

- Organizes & focuses
- Avoid last minute
- Involve more people

	Story/Theme	Key Dates	Blog post	E-letter	LinkedIn	Social media			Video	Press rel	Other
						Facebook	Twitter	Instagram			
n											
eb											
Mar											
Apr											
May											
Jun											
Jul											
Aug											
Sep											
Oct											
Nov											

12-MONTH CALENDAR

Story/theme

Key dates

Channels (blog, e-letter, social, video, press)

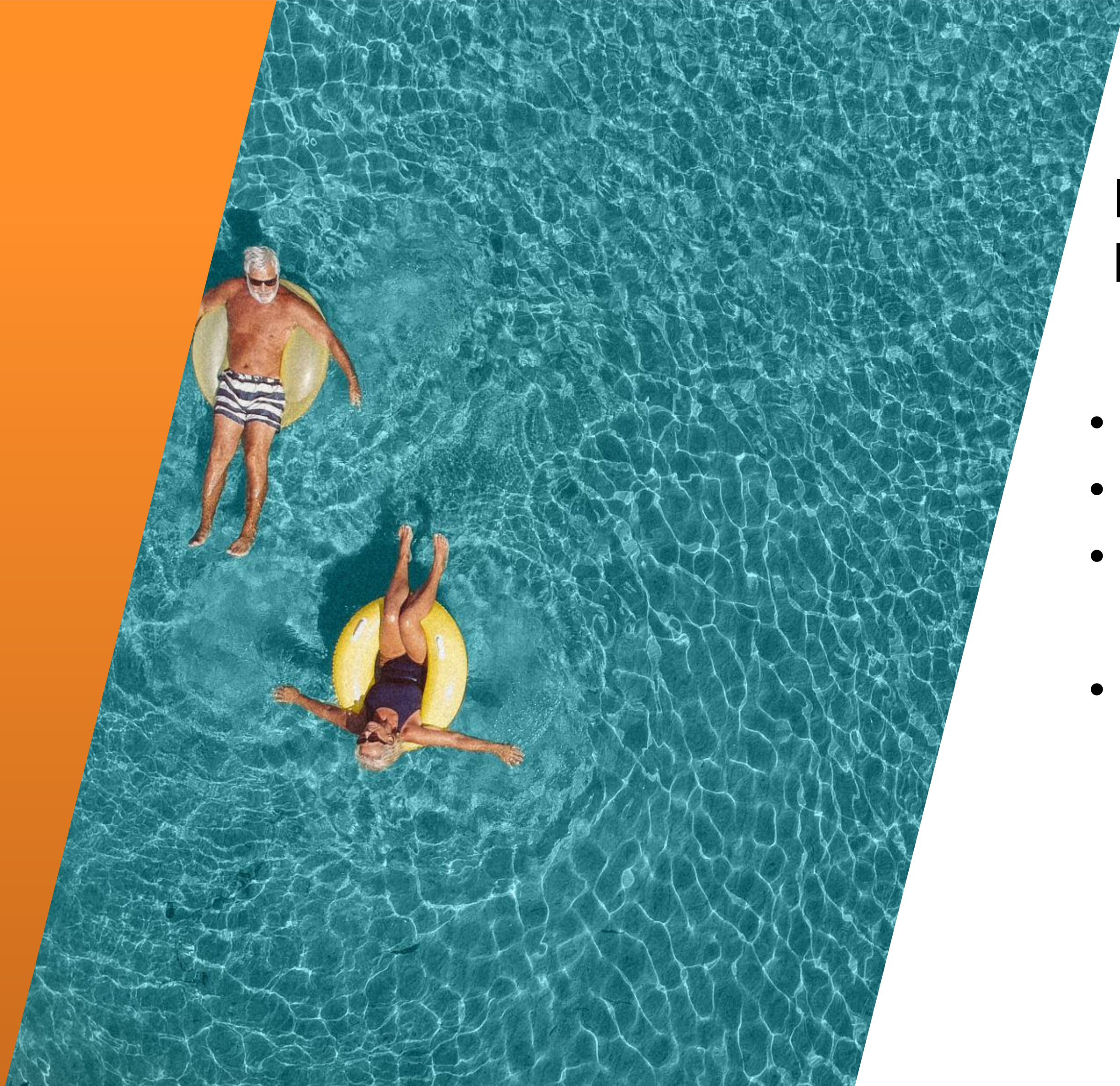
Other – additional comm opportunities

Notes – links, sources

Topic	Key Audience	Call to Action	Channels		Visual Form	Post Date	Due Date	Writer	Key Sources	Visuals
			Long Form	Short Form						
			e.g., blog post, article, white paper, op-ed	e.g., email teaser, social post, invites, media pitch	e.g., video, infographic, photo					

CONTENT CALENDAR

- Topic
- Audience
- Call to action
- Channels, key dates
- Links, visuals, resources

An aerial photograph of two people floating on yellow inflatable rings in clear, rippling blue water. The man on the left is wearing striped swim trunks and sunglasses, while the woman on the right is wearing a dark swimsuit and sunglasses. The image is split diagonally, with the water scene on the left and a white background with text on the right.

Effective practices keep you afloat

- Plan in 12 months
- Remain flexible
- Include sharing content beyond your own
- Repurpose content

Different Ways to Repurpose Your Content

LONG FORM

- Blog Posts
- Website Articles
- Newsletter Articles
- White Papers
- E-books
- Presentations
- Medium
- LinkedIn
- Guest Posts
- Op-Eds

SHORT FORM

- Email Teaser Blurbs
- Facebook
- Twitter
- Instagram
- Photos with Captions
- Email Autoresponders
- Media Pitches
- Invitations

VISUAL FORM

- Video
- Slideshare
- Stories on Snapchat, Instagram, Facebook
- Infographics
- Or go interactive:
 - Quiz
 - Worksheet



Fresh strategies

NIGP
**LEADERSHIP
SUMMIT**2025

Leverage micro moments

Quick-win member spotlights
Event countdown graphics
Polls

Turn members into a channel

Pre-written social media blurbs
Social ambassadors & chat captains
Social badges
Tagging & shout-outs

Not your standard email

Behind-the-scenes email
Quick-win or mini-stories member tips
Vote emails & here's what's next
Throwback email
1-min challenge

Simple video & audio strategies

Ask a leader – 30-60-sec phone call
Podcast-lite – short recorded voice memos

New uses for old content

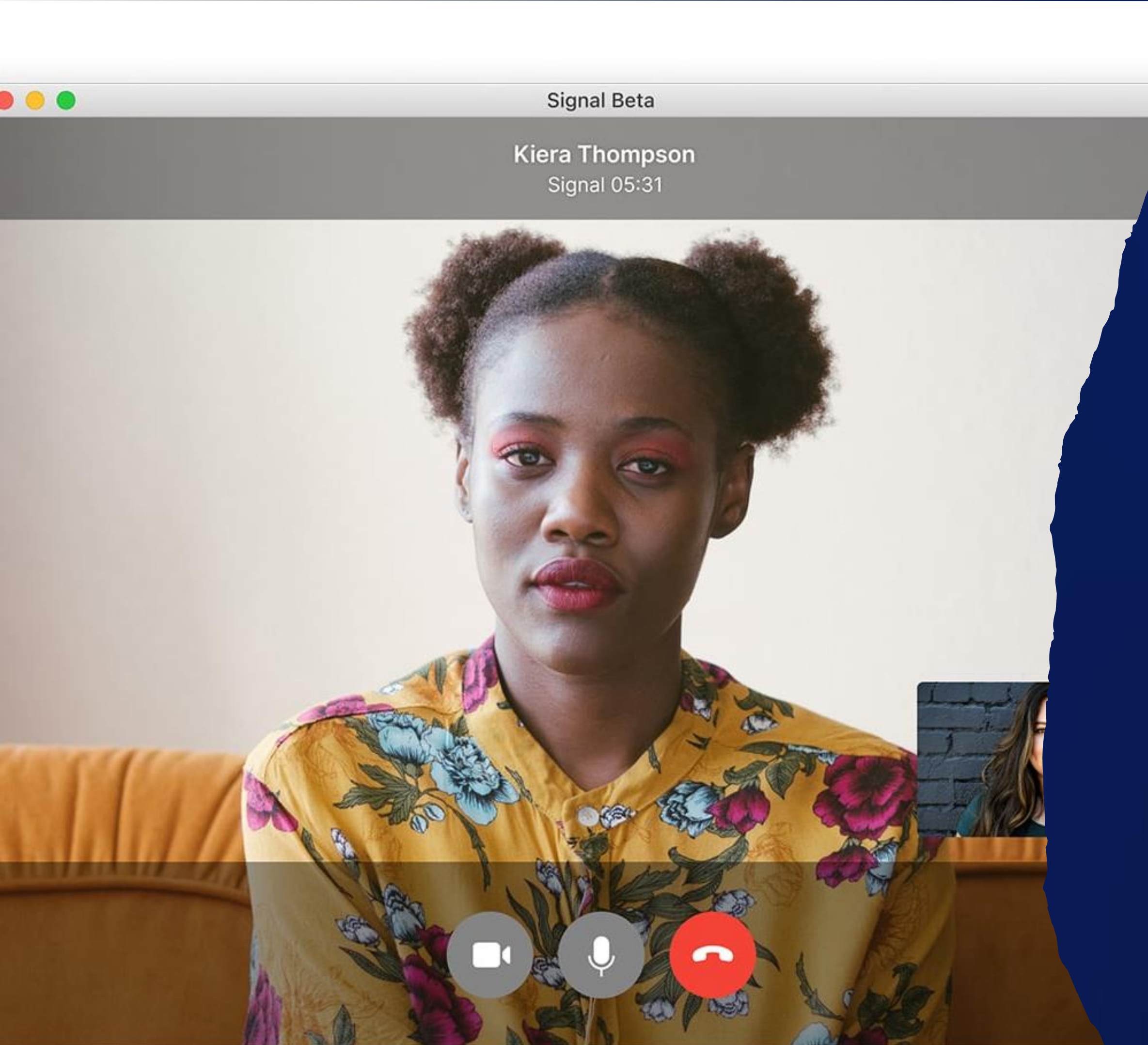
“Remember when” photo/recap
“Best of” content lists
“Then & Now”

Partner in cross-promotion

Exchange post with local groups
Piggyback on supplier news



Check resources at
[/chapters/marketing-toolkit](#)



Zoom interview

1. Archive or live video
2. Blog post
3. Article
4. Screen grab
5. Testimonial
6. Single topic videos
7. E-book
8. Infographic
9. Fun graphic
10. Add it to a FAQ

Dustin's Rule of 10



Making it work

- Keep it real & achievable
- Use available templates (from NIGP, AI)
- Celebrate small wins

Describe this year's Academy in one word!



<https://www.menti.com/alhz1p24byop>



**Feb. 20-22,
2026**

Tucson, AZ

One word to describe this year's Chapter Academy!



A word cloud of feedback for Chapter Academy. The words are arranged in a circular pattern around the center. The words are: enlightening, engaging, thought-provoking, informative, energetic, beneficial, collaborative, jammed packed, motivating, growth, intriguing, insightful, bold, fun, awesome, inspiring, exciting, poping, power-packed, uplifting, catch up time, valuable, zealous, educational, energizing, yay tucson, amazing, achievement, and community. The words are in various colors (blue, red, orange, green) and sizes, with 'enlightening' and 'engaging' being the largest.

enlightening

engaging

thought-provoking

informative

energetic

beneficial

collaborative

jammed packed

motivating

growth

intriguing

insightful

bold

fun

awesome

inspiring

exciting

poping

power-packed

uplifting

catch up time

valuable

zealous

educational

energizing

yay tucson

amazing

achievement

community