



2nd Annual National AAROM Meeting

Session Description

Session Title: AAROM marketing and partnership toolkit

Date/Time: Day 3, November 21st, 2019 from 2:45pm to 3:15pm

Objectives:

- Update on the development of the AAROM marketing and partnership toolkit web platform.
- Receive feedback on the initial web based platform design and content.
- Discuss next steps and ongoing development.

Session Design:

- AAROM Marketing and Partnership toolkit PowerPoint presentation and web demonstration.
- Mentimeter Questions:
 - o Does the web platform design and content look good for now?
 - o Who has completed the fact sheet?
 - o Any advice from the room?

Specific Outcomes Sought:

- Receive feedback on the initial web based design of the marketing and partnership toolkit platform.
- Outline next steps for the ongoing development of toolkit content.

Annex

- AAROM marketing and partnership toolkit PowerPoint presentation