

# Chantal Cornelius

Marketing Director

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## My role in the PSA

### Strategic

- Implement a marketing strategy for the PSA to promote regular and special events to members, focusing on ticket sales.
- Implement a marketing strategy to acquire and retain members at all levels.
- Advise the head office team and Board on matters relating to marketing and branding.
- Develop guidelines and ideas to promote the PSA externally.
- Plan a marketing calendar to ensure lead times for the wide range of PSA events are long enough and do not overlap more than is necessary.
- Develop a brand strategy to develop and manage all aspects of PSA branding.
- Ensure The PSA is compliant with laws and regulations pertinent to marketing, including GDPR and data regulations.

### Operational

- Liaise with the head office team including assistance to implement the marketing strategy.
- Work with the Regions Director to disseminate marketing materials and strategy to Regional Presidents.
- Work closely with other Board members and PSA volunteers, particularly the Communications Director and Social Media rep to ensure consistency of policy and tone across marketing, communication and online materials.
- Work with the Communication Director to raise the profile of The Professional Speaking Association amongst industry and relevant public and government bodies.
- Provide feedback on the success (or otherwise) of PSA marketing activities and make recommendations on refinements or changes needed for future campaigns.
- Advise on using the PSA membership data to better target marketing communications.
- Advise on appropriate tools and services the PSA should consider investing in to enhance marketing activity.

## **Projects I've worked on in 2019/20**

I joined the PSA Board at the start of 2020 and had great plans and ideas for the year. Three months in and all that was put on hold, as we started to deal with lock down and virtual meetings and the marketing challenges associated with both.

The turnout at the online regional events has been amazing, with so many members really grasping the opportunity to network with and speak to members from all around the country. No need to limit themselves to their regular region.

The number of new members joining the PSA has also been excellent, with many people seeing the benefit of online networking and speaking.

Once the decision was made to move this year's Speaking Business Summit online, it was all systems go with promoting the conference to our members and to the wider world.

Going forwards, I will be working with the rest of the PSA Board to create a solid Marketing Strategy – something that just had to be put on hold earlier this year, so that we could focus on the current challenges. My role as Marketing Director is to shout about the PSA to the people who need to know about the organisation – speaker bookers, event planners and of course potential members. We know that the majority of new members join us on the recommendation of a current member, so that will also continue to be a key marketing activity – encouraging our members to spread the word. For you to be able to do this, we need to make sure that we keep providing you with the best service we can, listening to your views and helping you to speak more and speak better.