



PUBLIC AWARENESS

Public relations and advertising can be cost-effective communications tools that help increase awareness of our Society, our members and/or the CFA program. An effective public awareness campaign also builds membership, raises program attendance and enhances employer interest in supporting Society activities. By following a few simple guidelines, a public awareness plan can have positive and lasting results for the Society.

The main objectives of the Public Awareness Committee are as follows:

- Develop and implement a Public Awareness Plan
- Develop and maintain Society Media Kit and local media contacts
- Issue Press Releases
- Act as Society liaison with CFA Institute on Public Awareness Issues
- Promote CFA Institute Materials to local community
- Send event pictures/summaries to CFA Magazine
- Coordinate with Administrator on Public Awareness reimbursements
- Prepare Annual Budget for Committee