

Marketing & Membership Committee

COMMITTEE COMPOSITION - The ideal structure of the committee, would be between 5 and 7p individuals and include:

- **Chair:** Appointed by the Board and responsible for leadership, setting agendas, and reporting outcomes.
- **Vice Chair (optional):** Supports the Chair and may assume duties in their absence.
- **Board Liaison(s):** Board members appointed as liaisons to share perspective from the Strategic Plan objectives, update the Board on Committee activities and communicate Board direction.
- **Members:** BOMA members or employees of member companies with expertise in marketing, communications, digital strategy, branding, sponsorship, and member engagement.
- **Content Expert Members:** Individuals from the industry or partner organizations with specialized skills (e.g., digital advertising, social media, graphic design, video production).
- **Staff Liaison:** BOMA Ottawa staff member providing administrative and strategic support.

MEETINGS - The committee will meet monthly 9 times per year, with additional meetings scheduled as necessary to respond to urgent municipal developments or consultation deadlines. Meetings may be held in person or virtually.

TERM OF APPOINTMENT - Committee members are appointed for a one-year renewable term. Members are expected to actively participate in meetings and committee activities.

EVALUATION - The committee's performance and relevance will be reviewed annually by the Executive Director and Board Liaison. Adjustments may be made based on strategic priorities or participation levels.

PURPOSE - To position BOMA Ottawa as the leading voice of the commercial real estate industry, ensuring a strong, engaged membership and a recognizable, respected brand. The Committee will leverage modern marketing strategies, digital engagement tools, and innovative campaigns to promote BOMA Ottawa's value proposition, enhance member experience, and support the Association's strategic priorities. The committee will also oversee the annual publication of the Commercial Space Directory.

OBJECTIVES

1. **Brand Leadership** – Maintain and strengthen BOMA Ottawa's brand presence across all platforms, ensuring relevance, consistency, and alignment with national and international BOMA brand standards.
2. **Membership Growth & Engagement** – Support recruitment, retention, and engagement initiatives through targeted campaigns, segmented outreach, and tailored messaging.
3. **Activity Evaluation** – Evaluate the Associations activities to ensure they are still perceived as valuable to the members.
4. **Member Benefit Evaluation** – Evaluate legacy member benefits, identify new potential member benefits, consistent with the goals and objectives set out in the Strategic Plan. Recommend new services or benefits.
3. **Digital Marketing Excellence** – Develop and execute integrated marketing plans across all the BOMA Committees, utilizing email, social media, website, and emerging platforms to maximize attendance and visibility for BOMA Ottawa events and programs and to convey BOMA public policy positions.
5. **Media & Public Relations** – Build and sustain relationships with media outlets and influencers to amplify BOMA Ottawa's advocacy, events, and industry impact.
6. **Measurement & Reporting** – Track marketing effectiveness through analytics, surveys, and KPIs; report annually to the Board with recommendations.
7. **Annual Commercial Space Directory** – Plan, coordinate, and oversee the production of BOMA Ottawa's Annual Commercial Space Directory, ensuring it serves as a comprehensive, accurate, and user-friendly resource for the commercial real estate community. Leverage advertising opportunities, engaging content, and effective distribution strategies to maximize visibility, industry relevance, and revenue generation.

AUTHORITY & LIMITATIONS - The Committee will execute approved marketing strategies, campaigns, and promotional initiatives but may not commit BOMA Ottawa to expenditures outside of the annual established budget or make public statements without Board approval

REPORTING & ACCOUNTABILITY - The Committee will report to the BOMA Ottawa Board monthly and submit a summary report at years end outlining key activities, issues addressed, and recommendations.

Recommended Composition:**1. Marketing & Communications Professionals (1-2 members)**

- Mid- to senior-level professionals from BOMA member companies with experience in branding, advertising, content creation, and digital engagement. May include in-house marketing managers, communications directors, or creative leads from agencies serving the real estate sector.

2. Commercial Real Estate Practitioners (2–3 members)

- Representatives from property management, brokerage, leasing, and development firms who can provide insight into market trends, industry priorities, and target audiences.

3. Digital & Creative Experts (1–2 members)

- Specialists in social media, video production, photography, graphic design, website management, or search engine optimization to strengthen BOMA Ottawa's digital presence.