

Getting Started—A Timetable

Sample Timeline for Your Term as VP of Marketing (Fiscal Year June–July)

Thank you for participating in your local APICS chapter as vice president of marketing. Your contribution to APICS is an important part of what makes APICS a valued professional resource for the supply chain and operations management community.

Completion Date* *Fiscal year begins 7/1.	Marketing Activities for Plan Development	Person Responsible
July 1	Form a team and assign responsibilities	
July 8	Hold kick-off meeting	
July 15	Conduct a team meeting to provide updates and progress reports	
July 15	Complete Environmental Analysis/SWOT Analysis	
July 15	Clarify goals and objectives	
July 22	Conduct a team meeting to provide updates and progress reports	
July 22	Identify target audience(s) and their needs	
July 22	Discuss chapter vision and mission	
July 29	Conduct a team meeting to brainstorm and determine marketing strategies	
August 13	Compile and write draft of written plan	
August 27	Compile final draft of plan	
September 15	Plan review and approval by board	
September 22	Make final edits, finalize plan, and distribute	
September 30	Solicit team input, write planning process evaluation	
September 30	Develop the first quarter detailed activity list	