

Committee Report

SNMMI-TS Executive Board

# June 2013

## **Nuclear Medicine and molecular imaging Week Task Force**

**Committee Charges for 2012-2013**
Goal B: Enhance Marketing

* Develop educational materials that outline the benefits of nuclear medicine and molecular imaging.
	+ Create a task force focused on Nuclear Medicine Week.
	+ Enhance the promotion and visibility of Nuclear Medicine Week.
	+ Use NMW marketing to increase Public Awareness of nuclear medicine and molecular imaging

Goal G: Improve Resource Management

* Increase development of revenue-producing programs.
	+ Have NCOR delegates provide input from chapters as to what the chapters would like to see offered.
	+ Send more frequent emails about SNMTS items for sale, and include the less expensive items such as the pin or coffee cup to take advantage of impulse purchases.
	+ Encourage Chapters to use NMW revenue-producing programs to increase local awareness of Public awareness of this industry

Other Charges (not specifically outlined in strategic plan)

* Develop Nuclear Medicine Week theme
* Work with SNM Marketing Staff to determine what product should be offered during NMW.

**Current Objectives/Goals** *(please reference Strategic Plan)*:

* All products have been selected and are for sale at the SNMMI booth #1526 as well as on the SNMMI website

2013 product line

* + - Poster
		- Pen
		- Lapel pin
		- Lanyard
		- Scientific calculator
		- Children’s t-shirts
		- Lunch bag
		- Mug
		- Soup bowl
* Marketing is currently working on the marketing plan that is scheduled to launch in July. It will consist of direct mail, email marketing and social media.

**Progress of Charge/Objectives/Goals to Date:**

**Key Goals/Objectives for 2012-2013**

Heighten Positive Awareness of Nuclear Medicine & Molecular Imaging