

PUBLICATIONS

Summary

Publications is an integral Committee within the Marketing umbrella, as it is responsible for all aspects of the KWO print publications program. This program includes: lure brochures, the Festhallen guide, a photography catalogue, and the KWO map initiative.

Responsibilities

- ✓ Ensures volunteers with the necessary skill sets and expertise.
- ✓ Establishes or supports the necessary relationships with relevant stakeholders, including: Allprint-Ainsworth, M&T Printing, Conestoga College, PR/Media Committee, distributors.
- ✓ All vehicles are produced and distributed/activated consistent with timelines outlined in our predetermined action plan.

Skills

- Good communication skills.
- Creativity.
- Skills in advertising and marketing.
- An understanding of the prime demographic for Oktoberfest print material.