

PCMA ENGAGE Program:

1. PCMA issues IO, which will need to include the initial questionnaire (below)
2. Client has 5 business days to complete questionnaire – once complete, the questionnaire should be emailed to Business Services
3. PCMA Business Services will send the questionnaire to the PCMA content creator, along with the client information
4. PCMA content creator to schedule a phone interview with the client within 5 business days. PCMA content creator and client align on article subject. Client provides relevant supplied imagery or requests new image or graphic treatment to be sourced.
5. PCMA content creator develops a 250 word article within 5 business days and sources new imagery (if requested).
6. Client will have 3 business days to review the content for accuracy and provide approval
7. PCMA Content Creator delivers approved content to PCMA Business Services content Final content is staged for approval by PCMA Business Services

Content Questionnaire:

INSTRUCTIONS: We're excited to work with you to create targeted content for your PCMA audience! Please complete this questionnaire and return to [@PCMA] by [X deadline]. Once you've completed this step, your PCMA writer will be in touch to finalize the subject matter for your Engage content package.

1. What is the name of your organization or business?
2. Who is the best contact person at your organization for our PCMA writer? Please provide a first and last name, job title, email address and phone number.
3. What service(s) does your destination, organization or business provide within the meetings and events industry?
4. Who are your primary competitors? What distinguishes your organization within the landscape and makes your offering unique?
5. Tell us 5 things PCMA members should know about your destination, organization or business.
6. What is the biggest misconception about your destination, organization or business?
7. What message do you want to deliver through your PCMA Engage content?
8. Tell us about any recent successes or developments within your organization or business.
9. What action do you want PCMA members to take after engaging with this content?
10. What content already exists about your business or organization? Please provide relevant links (website, social channels, proprietary content, etc.).
11. Do you have high-quality photography available that represents your destination, organization or business? If so, please provide a link to assets here, or attach files when you return this questionnaire.

Geography Selection:

1. The packages (and cost) as defined, allow the client to select a geography of up to 5 states
2. Custom packages, sold at a higher rate, can be distributed at a national level

Client Supplied Images:

PCMA will be following the designed recommendations defined by Facebook to ensure maximum deliverability of content across all platforms. Note – all images should contain less than 20% text.

- Online Design Style Guide: bit.ly/2hZhSu7 (*copy and paste*)
- Text Image Ratio Checker: bit.ly/2y506xs (*copy and paste*)

It is highly recommend to use high-quality, good-resolution-for-the-format images AND when choosing those images, have an eye toward diversity: age, sex, race, etc. – have people in your photos who reflect the population that lives there (i.e. United States vs. APAC).

Additionally, the images should avoid stock photography whenever possible.