

Beginning this fall, the National Association of Collegiate Marketing Administrators (NACMA) is excited to announce "Share the Experience" is now available to your marketing staff members. "Share the Experience" is an outstanding opportunity for your marketing staff members to meet other collegiate marketers in your area to exchange and discuss ideas to make your institution's marketing plan the best it can be.

After a year's worth of discussion and troubleshooting of the program, NACMA has streamlined the process of allowing your staff members to select from over 85 other college and university marketers who have volunteered to share their experiences and knowledge on their campuses. Costs of this program are minimal and in most instances, non-existent. Just select from one of the nearby volunteers and make arrangements to visit their campuses and your marketing staff will "Share the Experience" with other program leaders. Your staff will be given free tickets and passes to games and spend the day experiencing another marketing plan with other NACMA members in your area first hand.

"Share the Experience" is a one-day, all access pass to marketing plans and promotional information and a hands-on opportunity to bring some great ideas from around the country to your campus. NACMA staff is on hand to answer any questions you may have about the program and we look forward to your NACMA member joining us in "Share the Experience".

Thanks for taking part in "Share the Experience" and we hope to receive some feedback from you on how your experience was and how we can capitalize on this outstanding nationwide opportunity.

May all of your inventory be sold out!

Sincerely,

Mike Pede  
Share the Experience Chair  
NACMA Board of Directors