EGSA Board Members,

Please find the minutes from our first Marketing and Communication meeting held on March 4, 2019.

Committee Purpose – This was the top priority on our list to accomplish. Here is the rough draft - Communicate our messaging to the power generation market through all channels, create partnerships with media, distribute relevant content and be the brand ambassador. We would like this to be our mission statement.

Along these lines we wanted to take a look at EGSA’s mission statement. Some of the feedback that we heard from our committee members as well as first timers, was that this statement was not capturing the essence of the organization. So we are going to hand out a one question survey at the conference. The question will be – In your opinion what value does the EGSA organization bring you and your organization?" the idea behind this, is to not do this in a vacuum.

Branding was of course was a hot topic. A first but simple task, will be to ask our members if they have the EGSA logo either on their web site or on their emails. Do they have a link to the EGSA page posted? This should be asked of our membership, and we suggest using the buyers guide and asking this question to these companies would be a good start.

As we push our branding we will to be able to answer the question of what does EGSA mean and what is our value proposition.

Who do we brand to was discussed. Who should be our targeted focus, engineers, EPC’s, facility managers etc.?

The topic of speakers came up. Should we being speaking at some other events like 7X24 Exchange, PowerGen and other industry related events? And if this is the case who should speak?

This committee should be, along with the Technical Oversight Committee qualify and send tech content to our media partners. This will be our first push on brand awareness. The first couple of messages should be about EGSA and what EGSA certified technician means to the rest of the world. Then technical content to follow.

Social media presence is a must. Hal brought up that this was discussed with the board members on whether this person was an EGSA employee or contracted out. The committee felt that an EGSA employee would work better.
Location of conference was brought up by Hal. It was agreed that if we continue the EGSA U program, that major cities make the most sense.

PowerGen – As part as the branding strategy we discussed the idea of re-naming the on-site pavilion to “EGSA and then a topic” example would be “EGSA – Reciprocating Engines”. These topics would change with each show to help keep it relevant. This idea of re-branding the pavilion can up during our meeting with Clarion. We liked to idea of keeping the EGSA name in the title and changing it with topics.