



**Communication Committee
2026 Annual Meeting
Grand Hyatt Indian Wells Resort & Villas
Indian Wells, CA
Tuesday, October 27, 2026
10:15 AM – 11:45 AM**

Agenda

Chair: Jennifer Dunne (Orica)
Vice-Chair: Janette Weaver (Austin Powder Company)
IME Liaison: Daphne Veliadis

I. CALL TO ORDER

- A. Welcome
- B. Introduction of Participants
- C. Evacuation procedures & Identification of CPR-trained Attendees

II. ANTITRUST GUIDELINES

The Chair will review the IME Antitrust Guidelines and advise attendees that the meeting will be conducted in accordance with the provisions of the Guidelines.

III. APPROVAL OF MEETING MINUTES

Minutes from the previous meeting held June 18, 2026 are posted on the IME website.

IV. MEET THE NEW DIRECTOR OF COMMUNICATIONS AND MARKETING (Veliadis)

- A. Background and experience
- B. First impressions of IME
- C. Priorities for first 90 days
- D. How can the committee support the position?

V. REVIEW COMMITTEE PURPOSE AND EXPECTATIONS (Mica)

- A. Why does the Communications Committee exist?
- B. How can it best support IME's strategic goals?
- C. Member expectations for the committee
- D. Frequency and format of future meetings

VI. REVIEW CURRENT STATE OF IME COMMUNICATONS AND MARKETING *(Mica)*

- A. What is working well?
- B. What is working but needs improvement?
- C. What isn't working well and should be stopped?

VII. NEW BUSINESS *(Veliadis)*

- A. Priority themes and stories
- B. Increased member engagement
- C. Membership growth
- D. eLearn course marketing/promotion
- E. Industry advocacy campaigns
- F. Conferences, events
- G. Digital and social media opportunities

VIII. UNSCHEDULED BUSINESS

IX. ADJOURNMENT