

Marketing and Communications Committee Terms of Reference

Committee Chair:

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Members:

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Staff Liaison:

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Purpose of the Committee:

To provide input to strategic direction for the residential and commercial national ad campaigns respectively, and to ensure comprehensive delivery of CREA's national ad campaign on behalf of members.

Responsibilities of the Committee:

- Submit, to the CEO on an annual basis, a proposed advertising budget for the National Advertising Campaign, including components for the campaigns promoting both residential and commercial REALTOR® value. The basis of the budget submitted will be the ability to conduct an effective ad campaign according to generally accepted advertising criteria such as Gross Rating Points (GRP's) or other industry accepted benchmarks
- To the degree possible, planning should be done at least a year in advance to enable effective and efficient execution of the national ad campaign
- Review and provide feedback to CREA on outcomes and direction, including research conducted in connection with the ad campaign and to provide input into the planning and execution of external and internal messaging with respect to the national advertising campaign

Accountability:

National Ad Campaign Committee is accountable to the CEO

Committee Membership:

Up to 12 Committee members comprised of:

- 1 Director who shall be Chair
- Immediate Past Chair
- Maximum of 3 Staff Representatives
- Up to 7 REALTOR® members

Membership Criteria:

To be developed

Voting:

Business arising at any meeting of this committee shall be decided by a majority of votes. The Committee Chair shall not have a vote except in the case of a tie.

No Committee member shall be entitled to vote by proxy.

Quorum:

A quorum shall consist of more than 50% of the voting membership of the committee.

Resources:

Resources and support services will be provided through the office of the CEO.