UW Marketing Roundtable

Wednesday, January 19th
1:00-3:00pm
UW Club, Lower Conference Room

## Agenda

### Social Media

- Welcome & Introductions
- Social Media Discussion
  - Panelists
    - Hanson Hosein, Director, M.C. Digital Media, Communications, UW
    - Louis Vong, VP for Digital Strategy, TMP Worldwide Advertising & Communications
    - Amy Rolph, Digital Journalist, seattlepi.com
  - Q&A
- UW Marketing Update
- Unit Announcements, share news from your world
Welcome & Introductions

Welcome to the new members of the Roundtable. If you would like schedule time to get to know our UW Marketing team, understand the work we do and explore partnerships please contact Courtney Coster.

Please contact Elise Daniel if you would like to be added to our monthly e-Newsletter “Marketing Matters”

I. Social Media Panel
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- Amy Rolph, Digital Journalist, seattlepi.com

II. UW Marketing Update

150th Story Bank
Abby Klingbeil from UW Marketing made a request for top stories from each unit to fill the story bank for the UW’s 150th anniversary. The attached handout has more information, including the deadline: Feb. 16th. If you have any questions, please do not hesitate to contact Abby at 206-616-5569 or akling@uw.edu.

Viewbook Addendum

The UW Viewbook Addendum is an updated message from Interim President Phyllis Wise. It is to be used as a supplement to the UW Viewbook and can be inserted into the president section in the front of the book or inserted into the back pocket. This one-page PDF can be printed at the copy center or on your laser printer.

http://www.washington.edu/giving/marketing/print-publications/viewbook-spotlight-pdfs
If you have any questions, please do not hesitate to contact Miranda Dixon at 206-616-3418 or mjdixon@uw.edu.