



## NATIONAL CORRUGATED STEEL PIPE ASSOCIATION

### *Product Promotion Committee Meeting*

November 8, 2023

8:30 AM Eastern

Washington Hilton

Monroe Room – Concourse Level

Washington, DC

## **AGENDA**

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- I. Call to Order, Welcoming Remarks and Roll Call
- II. Review/Approval of April 1, 2023 Minutes
- III. Social Media Updates
  - a. LinkedIn
  - b. YouTube
- IV. Email Update
- V. Website Revamp
  - a. Theme
  - b. Functionality
    - i. Member sign in redirect
    - ii. Email signup
    - iii. Photo Contest
    - iv. AI Library
- VI. Video Production
  - a. 'Did You Know?' Series
  - b. 'Intro To...' Product Videos
  - c. Application Video
  - d. Ideas for 2024
- VII. Project of the Year
  - a. New categories, Points system
  - b. Judges
- VIII. Old & New Business
- IX. Adjourn