Thank you for your interest in serving as a Local Marketing Rep for the 2012 Net Impact Conference. This page contains information on the role, and the second page contains the application.

The Net Impact Conference is an inspirational gathering of Net Impact members and people interested in sustainability, but it is also a powerful tool to introduce the 'unconverted' to the tenets of CSR and sustainability as a business principle. It is the single biggest tool Net Impact has to expose new people to how they can have a career for good.

**Marketing Rep Description:**
We seek one highly motivated, marketing-minded representative from each partner chapter to lead their chapter/campus’ marketing efforts for the annual Net Impact Conference. With a specific paid registration target in mind, this rep will work closely with Net Impact staff to develop and coordinate a local, chapter-specific marketing plan that will recruit attendees including chapter members, peers and colleagues, faculty/administrative contacts, and beyond. Activities may include email outreach, planning small recruitment events, partnering with other clubs, ensuring presence on campus communication channels, and other community-specific activities. In addition to leading efforts at the chapter level, reps may work collaboratively to ensure the conference is well-known throughout the Baltimore/DC region.

Marketing reps are critical to ensuring the Net Impact Conference’s success. We expect 2,800 attendees in 2012. This is a position ideal for someone who has attended the conference before, who wants to get involved with Net Impact’s signature event. Marketing reps will gain valuable hands-on marketing and strategic outreach experience, will be given complimentary admission to the conference, and will have the opportunity to earn additional comps for their chapters based on performance.

**Time Commitment**
We estimate the time commitment to be 10-12 hours per month. We try to space out activities as much as we can, but things tend to be back loaded into late-summer/early fall.

**Spring 2012 Timeline**
March 19th  Task Force Leader applications due  
March 30th  Leaders selected, task force member recruitment begins  
April 13th  Members selected and task force up and running
Please submit your application to Dan Fox at dfox@netimpact.org by Wednesday March 19th, 2012.

1. Contact Information
   Name:
   Title/Chapter Role (if applicable):
   Organization/School:
       If student, are you a first year or second year?
   Phone:
   Email:

2. Have you attended the Net Impact Conference before? If so, please describe your experience – what did you most enjoy and recommend to others?

3. Describe any prior outreach or recruitment experience that would help you in building excitement and generating paid registrations for the Net Impact Conference.

4. Are you a member of any professional, student, or other interest groups beyond Net Impact? If so, which organizations?

5. Our estimation of the time requirement is 10-12 hours per month. Describe your other commitments during this time period and how you’ll incorporate this into your schedule.

6. If you are applying for more than one conference leadership opportunity, please list them here and rank your preferences. If you are also proposing a session, please indicate whether you hope to lead a task force and manage a session, or just one of the two.