

**PINs Leaders Roundtable**  
February 20, 2016



**Topic: Marketing and Outreach**

**Presenter: Gerard Keledjian, Chair, New Canadian Media Professionals Network (NCMP)**

**Organization:**

New Canadian Media Professionals Network (NCMP) is a professional immigrant network which works for the creation of opportunities for networking, capacity building, training and developing media projects for internationally trained journalists and media professionals in Canada.

**What are 2-3 activities your group does? What kind of tools, resources, training, collaboration or other strategy you use to deliver these activities?**

- Making connections with frontline settlement workers
- Partnerships with PINs associations and other organizations
- Event listings
- Postcards / flyers
- Speaking opportunities
- Expos

**What were the outcomes? What successes and challenges have you had and what have you learned?**

- Increased awareness about NCMP
- Referrals
- Interest from new / potential members

**TIPS FOR SUCCESS:**

- Think local, think small
- Have a story and share it; be newsworthy
- Build relationships with relevant community organizations, groups, influencers

- Have a postcard/flyer that you can share
- Print collateral in multiple languages
- Follow reporters on Twitter
- Set annual/semi-annual goals; have a message
- Post your events online (Eventbrite, Meetups, PINs Calendar, etc.)
- Have a presence at community events and festivals, immigrant fairs and charitable causes (e.g. Scotiabank marathon)

**SUGGESTED RESOURCES:**

- **Events:**
  - o [www.newcanadians.tv/events](http://www.newcanadians.tv/events)
  - o [www.settlement.org](http://www.settlement.org)
  - o [www.networksforimmigrants.ca](http://www.networksforimmigrants.ca)
  - o [www.universe.com](http://www.universe.com)
- **Graphics:** [www.canva.com](http://www.canva.com)
- **Book:** Marketing to Win – Creating and Sustaining your Non-Profit Brand by Susan Sommers