

FINDING THE PATH FORWARD



GGC OES MARKETING AND MEMBERSHIP VIRTUAL MINI-CONFERENCE

PROFESSIONAL MARKETER:

Dr. Sabrina L. Pack, Grand Conductress of NM, will facilitate this engaging marketing mini-conference.

KEY NOTE SPEAKER:

Arthur H. Weiss, PGP, GGCCM Grand Master of Masons of California

You are Invited to **JULY 10, 2021**

1:30PM - 5:30PM MDT

Zoom Registration Required

Go to OESTools.org to learn more

Open to any OES member

(Registration closes July 8)

Special Break-Out Sessions led in part by General Grand Chapter Appointed Officers and others.

Marketing OES is essential to growth. Join in the discussions for marketing OES and learn about work being done. This is a critical time for our organization as we emerge OES from the pandemic. Be a part of strategic visioning, gain professional marketing direction, and hear about tools available to help.

TOPICS:

- **Where We Are** (The Facts)
- **OES Marketing Tools**
- **Membership Funnel**
- **Setting Up the Right Digital Footprint**
- **Social Media Marketing**
- **Strategy / Vision**
- **Unified Branding**

LEARN ABOUT:

- **Service Dogs Program:** presented by Jo-Anne Karnes, PGM
- **Mother Hen Program:** presented by Sharon Mosmeyer, PGM, GGCCM, General Grand Chapter Chairman for Mother Hen Project

*Be Informed.
Get Inspired.
Share in Discussions.*



SPECIAL REMARKS BY:

**Most Worthy Grand Matron and
Most Worthy Grand Patron**



Dr. Sabrina L. Pack
Grand Conductress of NM



Arthur H. Weiss, PGP, GGCCM
Grand Master of Masons of California



Marianne R. Shenefelt
Most Worthy Grand Matron



Henry S. Martin
Most Worthy Grand Patron