

**MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)
MCKNIGHT BRAIN INSTITUTES (MBI)
COMMUNICATIONS WORKING GROUP**

**Conference Call
Thursday, January 31, 2019
1:00 pm ET – 2:00 pm ET
(10:00 am MST – 11:00 MST)**

877-934-2901 Call-in Number

8630398 Passcode

(Amy's cell 202-302-9849)

AGENDA

1:00 pm	1.	Call to Order/Roll Call	Ms. Amy Porter
1:05 pm	2.	Welcome	Ms. Porter/Trustees
1:08 pm	3.	Review of Minutes from October 11, 2018	Ms. Porter
1:10 pm	4.	Progress Since Last Meeting	Ms. Porter/Trustees
	a.	Trustee approval of the 2-year Communications Plan Which includes:	
		i) Website Redesign	
		ii) Brochure(s), Materials Development	
		iii) Social Media and Visibility Opportunities	
		iv) Media Outreach and Spokespeople	
		v) Tracking Media and Social Metrics	
	b.	MBI Leadership Suggestions incorporated into Key Messages	
	c.	MBI Leadership Suggestions leading to Organizational Brochure	
1:15 pm	5.	Organizational Brochure	Ms. Patmintra
	a.	Samples of Brochures	All
	b.	Audiences and Suggested Uses	
	c.	Ideas for Content	
	d.	List of Design Firms	
1:30 pm	6,	Research, Grant Awards, and Other News	Ms. Patmintra
	a.	Brain Awareness Week, March 11 - 17	All
	b.	Inter-Institutional Meeting, April 10 -12	
1:55 pm	7.	MBRF Twitter Account	Ms. Patmintra
	a.	Posting Calendar	All
	b.	MBI Events, Deadlines, Activities	
1:58 pm	8.	Next Meeting, Thursday, February 7, 2:00 – 3:00 pm ET	Ms. Porter
2:00 pm	9.	Adjournment	Ms. Porter