

**Carefortheaging.org State Affiliate Kick-Off Webinar Agenda**

**Wednesday, December 19**

**11 a.m. – Noon EST**

**Hosted by Emily Berger, Director of Workforce Development and Member Services (****eberger@ihca.org****) and Deeksha Kapoor, Director of Communication (****dkapoor@ihca.org****)**

**Indiana Health Care Association/Indiana Center for Assisted Living**

1. Development and Launch Timeline Review
2. Review Tentative Production Timeline
3. Customization Prep Work
4. Review Customizing Content & Creative Doc
5. Review Website Text Doc
6. Promotions Considerations and Tools
7. Review Pre-Launch Promotion Tactics Doc

**Action Items for State Affiliates:**

1. Review the customization prep work and promotion files with your staff or any vendors who will support edits to those portions of your website or future marketing and promotions support. Begin work on updating the Website Text File word document no later than the beginning of January.
2. In early January, complete the survey sent by IHCA/INCAL regarding your timeframe for completing your site-specific content edits and needs related to marketing and promotion tools.
3. Complete contract and invoicing with Design On Tap (DoT will send to your state exec), and remit licensing invoice to IHCA/INCAL if not yet done.