



## Southwestern Pennsylvania BotsIQ

They're building robots.....Were building a workforce. How's that for ingenuity?

### Marketing Guidelines for Schools

As interest in BotsIQ grows in southwestern PA, it is important that the BotsIQ Committee and the participating schools, sponsors and technical advisors present a consistent set of materials and information to the press.

The Southwestern PA BotsIQ Committee will develop a marketing plan and materials to promote the BotsIQ competition in the region. Your cooperation is needed and appreciated in our development of marketing pieces and in our efforts for gaining media attention. A summary of how you can help is included here:

1. BotsIQ marketing materials are located under the "2013 Media Kit" tab at [www.botsiqpa.org](http://www.botsiqpa.org). **If you have direct contact with anyone from the media, please direct them to the media kit section of the website.**

2. Terri Campbell from the BotsIQ Committee is the primary contact with the press. Her business card and contact information are also listed at the bottom of this page. **If you are contacted by anyone in the media, please pass on their contact information (name, company, phone, email) to Terri.** She will then ensure that person receives all future press releases and notices regarding Southwestern PA BIQ.

3. **If you take digital pictures of your team as the students build their robot and prepare for the competition, please email copies of the pictures to Terri Campbell ([tcampbell@privateindustrycouncil.com](mailto:tcampbell@privateindustrycouncil.com)) or Carol Rush ([botsiq@ncsquared.com](mailto:botsiq@ncsquared.com)).** These may be helpful in keeping the website and the marketing materials up to date and fresh.

4. Terri is also looking for "Story Starters" to pass on to the media. Some of them like to seek out their own story angles when covering an event. While others like to have ideas or starters to guide them. **If there is something newsworthy or unique about your team, please let Terri know.** Examples may be a team member that is going on to post-secondary education next year to study robotics or a team advisor with previous manufacturing experience that can communicate the value of such a program from industry and education points of view.

6. A Southwestern Pennsylvania Bots IQ subcommittee created a set of guidelines for school fundraising. Included in those guidelines is the following:

*Contributors to the school teams should be acknowledged by the schools. The acknowledgement may take the form of additional decals on the bots or on the teams' shirts. Schools must also report such contributions to the BIQ committee to assure appropriate acknowledgement at the event or in other publications as determined by the full committee or the marketing committee.*

*The primary sponsor and the contributors should be acknowledged in a paragraph written by the students and included in the competition program. The program paragraph will not exceed 150 words should include acknowledgements of all the team's contributors.*

**The paragraph acknowledging all your team's sponsors and contributors that will be included in the Program should be emailed to Terri Campbell by the deadline to be announced.**

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