



NACMA | CORNER

The National Association of Collegiate Marketing Administrators (NACMA) is a one-stop shop for sports marketing enthusiasts at all levels. NACMA provides opportunities for the exchange of current trends in intercollegiate marketing, as well as unique resources intended to improve professional practices, increase networking capabilities and promote the sharing of ideas. When you are aware of the numerous resources and opportunities that are provided to NACMA members, it is amazing what you can accomplish.



Markeisha Everett



The NACMA Online Library has become my go-to spot for the latest information. The library makes it easy to build a network with other marketing administrators and also creates a sounding board for idea sharing. For example, if I have a question I can log on to the library, post what's on my mind, and in minutes, I will receive feedback from sports marketing professionals at all levels. I really enjoy this feedback, and I learn a lot by listening to my colleagues explain their reasoning on certain issues. The library allows me to gain insight from people at different institutions, in different conferences and divisions, from people with diverse backgrounds and those with differing skill sets. In this industry, we are always trying to think of unique and creative ways to appeal to our fan base and it is invaluable to have access to other marketers to see what they have done, what worked, what didn't and why. Having access to this information, as well as being able to share information from your professional experiences, allows NACMA members to be both the teacher and the student, which is imperative in order to succeed in this industry. I have learned a number of valuable lessons from the online library because of the diverse topics that are shared. These topics range from sponsorship, videos, merchandising, in-game entertainment and promotions, social media, revenue generating ideas and much more. To check out the latest conversations on topics related to sports marketing, or to upload your most successful practices, visit www.nacmaonlinelibrary.com.

The leaders of NACMA have done a wonderful job of allowing all members, regardless of their professional level, to get involved and give back to the greater good of the organization. In only my second year of membership, I am fortunate enough to serve on the Public Relations and Technology committee. As a part of this committee I learn new information on the latest technology, and am able to brush up on my public relations skills. I have learned important new strategies for creating and managing public relations campaigns, which is a skill that was already present in my toolbox.

Despite, having some knowledge about technology already, my involvement on this committee has opened my eyes to the new and ever evolving techniques that allow me to utilize those skills in different ways. NACMA has several different committees for members to join, and the organization is always looking for marketing professionals interested in helping other professionals in this industry. If you are interested in learning more about the different committees or joining a committee, go to www.nacma.com, or feel free to reach out to any of the board members for more details.

Following NACMA (@nacmanews) on Twitter and Facebook is another way that I stay current on trends in the industry, discussions in the online library, and other news within the organization. Keeping up with the NACMA social media avenues also is helpful in alerting me about the latest free webinars that are being offered. Webinars, are helpful online seminars, led by experts in the sports marketing industry and can be accessed from across the country. They cover a variety of topics that range from generating revenue to the use of social media and other technologies. This year, NACMA also offered a young professionals call, which catered specifically to me at this stage in my career, as well as other professionals who are at the same level. The young professional call allowed for individuals with five years of experience, or less, to ask questions of experts in this industry and no topic was off limits. The experts provided useful tips on mid-season marketing, management and maintenance of marketing and sales plans. These types of experiences are immeasurable, in my opinion, and NACMA does an excellent job of providing these types of opportunities for professionals at all levels, regardless of their career goals.

I had the privilege of attending the NACMA Convention last year for the first time; it was an amazing experience for me, and I continue to use the tools I learned there in my everyday life. I attended the "Basic Training" session, which gave first-time attendees the opportunity to interact with the NACMA Board members. The Board members gave tips about the best way to navigate through the Convention, and they also shared ways to find the right career path to achieve your goals. The Keynote Speaker, Brian Gainor, also was a highlight of the Convention for me, in addition to the many helpful workshops and networking sessions. The atmosphere at the Convention is full of enthusiasm and positive energy. Don't miss out on this year's Convention, which will be held June 25-28, in Dallas, Texas. Convention details can be found at www.nacma.com.

Markeisha Everett is the assistant director of strategic communications — marketing at Missouri.



NACMA CONVENTION
JUNE 25-28
HILTON ANATOLE HOTEL
DALLAS, TEXAS



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