

# NSW Surveying Taskforce



## Marketing Overview July 2019

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### Western Sydney Careers Expo Follow-ups

- Coverage in social media posts, EDMs and industry articles
- Follow-up communications launched with attendees

### Upcoming Event Coordination

- Nov 2018 CAANSW Conference preparation
- CDAA conference exhibit planning, organizing of stand requirements and general liaison

### Website

- Development of a new page on 3D-scanning
- Polish and updated content on recently implemented web page containing Youtube videos
- New blog piece about historical surveying equipment promoted at end of month
- Metadata and page descriptions updated

### e-Newsletters

- EDM follow-ups to attendees at career events in Blakehurst High School, Wagga Wagga and Hunter Valley
- EDMs to career advisors and secondary students breaking down upcoming open days, promoting the website and the Western Sydney Careers Expo

### Content Pieces in Development

- MANSW newsletter accepted and sent out
- CDAA article sent and accepted for future publication
- CAANSW, maths and geography teacher articles in development

### Additional Work

- Work experience placement coordination of students – now with four offers accepted, six confirmed, six completed, and two offers underway
- Email to all students and updating the website to reflect changes to white card requirements.
- Coordination for multiple career events, both in July and projected for future months
- Regular social media piece development and platform growth
- Liaison regarding FY20 budget and activities