

USA Marketing and Communications Advisory Committee

Friday, May 1, 2015

Agenda

! Welcome and Introductions

! Advisory Committee Goals for 2015

Advisory Committee Roles and Responsibilities

! Partnership and Process with Ologie

! Brainstorming for Ologie Discovery Process

What does the agency need to know about USA?

What materials should be provided? <ie a

AdWho should be interviewed? Ole aginrional brd Pg fostudy

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