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Marketing & Promoting IT



What was the goal?



- Make clients aware of our services.
- Provide resources for the clients.
- Cut down on calls to the IT desk.
- Make our brand recognizable.



Determine our Audience

House and Senate Office

Support Agencies



Determine Resources

- Do we have someone to design a logo?
- Can we do any printing in house?
- Would leadership give us any funds?





Creating Packets

New Member Packets

Returning Member Packets



What Information to Include?

Notepads *Creating User IDs*

Welcome the Legislature **Pens**

MousePad **Class Schedules** **Day 1 First Things**

First Outlook **Web Apps Using Citrix** **Computer**

Equipment Info **LDR Request Form**

Helpful Applications and Resources **CapCentral** **QR**

House Witness **QR** **Admin Access Form**

Digi Cleans **Spinners** **Micro Cloths** **Pop-Sockets**

Badge Holders **ID Sticky Pockets**

Guided to helpful apps and Resources