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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