



Funded by the Beef Checkoff.

Domestic Marketing Committee DRAFT Meeting Agenda

2021 Cattle Industry Convention and NCBA Trade Show

Nashville, TN

Gaylord Opryland Resort & Convention Center • **Governor's Ballroom E**

Wednesday, August 11, 2021 • 9:45 AM – 4:00 PM

Additional Meetings to Attend

Checkoff Highlight Session

Tuesday, August 10
12:45 - 2:45 PM
Ryman Ballroom

CBB Board Meeting

Thursday, August 12
10:00 AM – 12:00 PM
Bayou AB

NCBA Board of Directors

Thursday, August 12
1:00 - 3:00 PM
Presidential Ballroom CDE

Katie Cooper: Co-Chairman (C)

Becca McMillan: Co-Chairman (F)

Laura Hinton: Staff Liaison

Purpose Statement: Inspire consumers, and those who impact consumers, to make beef their preferred protein through targeted, innovative communication and marketing.

Checkoff Committee Meeting

Welcome/Call to Order

- Today's Goal – Review and score Checkoff contractor tactics for FY2022
- Introductions

Approve Agenda and Minutes

Review Committee Purpose Statement and Committee Ground Rules

Review Tactic Scoring and Process

Contractors Present FY2022 Tactics

- Contractor names and presentation order will be provided at meeting
- Score each tactic based on how well it supports committee prioritized LRP initiatives
- Gather and discuss committee comments

Engage Contractors for Additional Information Specific to Tactics

- Questions
- Clarification

Tactic Comment Alignment

- Alignment on final committee comments to be provided to the Beef Promotion Operating Committee

Wrap-up and Next Steps

Adjourn