

Which associations' content is carried? What are the requirements?

- Twin Cities professional associations for Communications, Public Relations, Marketing, Advertising, Design, Investor Relations, etc.
- Association/trade group must have a website with a list of in-person events held in the Twin Cities metro area.


How do associations request to join?

- A representative of the association needs to fill out the online form at www.gistr.com/join.
- After filling the form, the association can contact Jane Cracraft at Jane.Cracraft@businesswire.com and at 612-376-7979.
- Decision would be within ten business days.

Association benefits:

- Association's information and links are added to the Calendar's organizations list.
- Association's events are regularly added to the calendar first and third Monday.
- Association receives access to password-protected planning section of the calendar to coordinate event planning with other local associations.

Association obligations:

- Provide notification and updates to the Gistr Administrator if/when the association's information has changed (name, Web site URL, etc.).
- Place the Gistr Badge  (that links back to the Gistr site) anywhere on the home page of the association's website to indicate endorsed affiliation with Gistr.
The Gistr Badge will be provided for the association by 10/01/10.

Which events will be entered into the Calendar?

- All non-exclusive in-person, non-virtual educational and networking events held in the Twin Cities metro area. Events should be already listed on the association's website.

Calendar update process:

- All qualified events will be copied by the administrator (Business Wire) into the Calendar from the Association's web site.
- Addition of new events will be done every first and third Monday.
- Association description, etc. update needs to be sent to Jane Cracraft (Jane.Cracraft@businesswire.com). Routine updates will be implemented within 10 business days.
- Changes of the events already entered into the calendar need to be sent to Jane Cracraft at Jane.Cracraft@businesswire.com. Time-sensitive changes will be implemented within 3 business days.
- To assure consistency, access to update events will be solely handled by Business Wire.