

## **Green Communications from the TLC\***

**NEWSLETTER:** The TLC newsletter has always been a very important communication tool for the TLC and we are excited to continue this tradition electronically. The format will be similar to the hard copy version, but the following changes will be made, effective July 2008:

1. Change from hard copy newsletter to e-newsletter
2. E-newsletter to go out second week of the month
3. We still want to hear your news! Please note that the deadline for inclusion in newsletter is the last day of prior month
4. Criteria for what is included in TLC e-newsletter:
  - a. Industry news
  - b. TLC happenings
  - c. sponsorships

**“COMMUNITY HAPPENINGS” EMAIL BLASTS:** As a member of the TLC, you may request that we distribute information to the membership to assist in your promotions. Effective July 2008:

1. TLC will do **one** (be sure to plan ahead) “Community Happenings” e-mail blast per month during the third week of the month
2. Deadline for inclusion in “Community Happenings” e-mail is Friday of the first full week of the month
3. Criteria for what is included:
  - a. Member upcoming events
  - b. Non-member upcoming events that benefit the entire community (benefitting 501c3 organizations)

### **LUNCHEON AND SOCIAL INVITATIONS:**

1. Change from hard copy postcard to e-invitations
2. E-invitations for TLC luncheons will go out first week of the month
3. E-invitations for TLC socials will go out at least 2 weeks prior to event

*\*For those members who do not have an e-mail address, we will send communications via fax and for those who have no fax number, we will send hard copies in the mail.*

*Thank you for your continued support of the TLC! Please remember that we are here to promote, protect and serve the interests of the tourism and hospitality industry of the greater Savannah area. We constantly strive to enhance your membership with new projects, programs and events. We always welcome your suggestions.*

#### **Savannah Area Tourism Leadership Council**

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