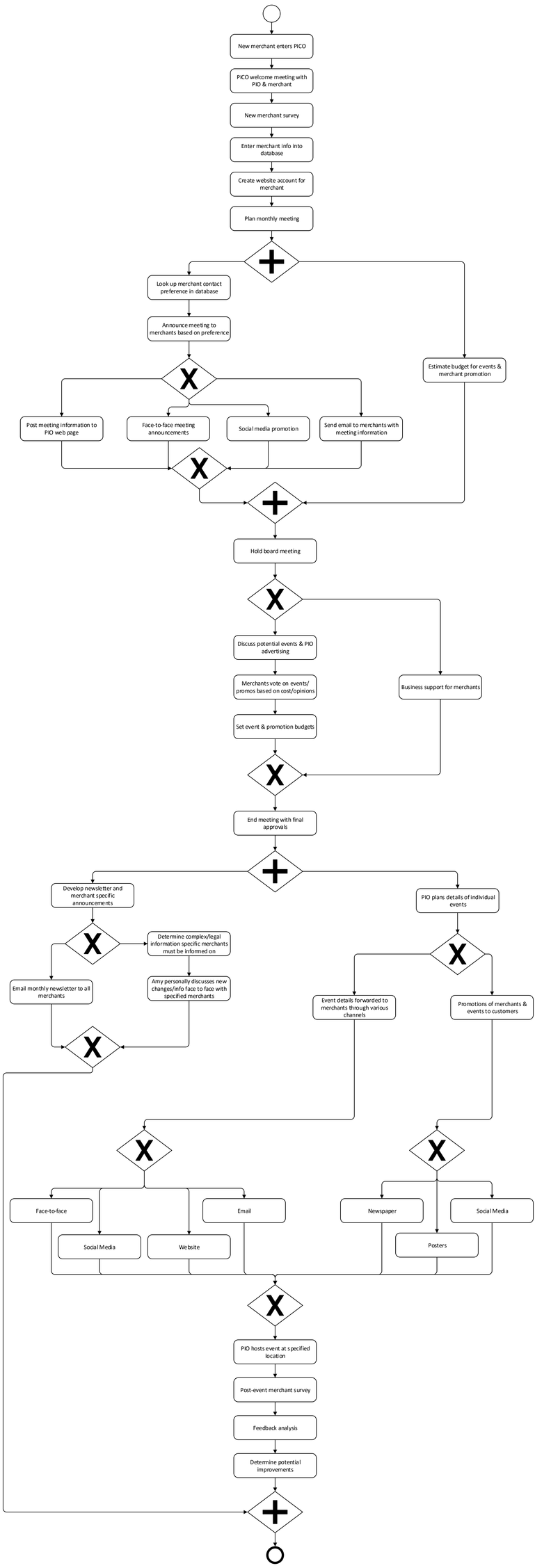
New merchant enters PICO
PICO welcome meeting with PIO & merchant
New merchant survey
Enter merchant info into database
Create website account for merchant
Plan monthly meeting
Look up merchant contact preference in database
Announce meeting to merchants based on preference
Estimate budget for events & merchant promotion
Post meeting information to PIO web page
Face-to-face meeting announcements
Social media promotion
Send email to merchants with meeting information
Hold board meeting
Discuss potential events & PIO advertising
Merchants vote on events/ promos based on cost/opinions
Business support for merchants
Set event & promotion budgets
End meeting with final approvals
Develop newsletter and merchant specific announcements
PIO plans details of individual events
Determine complex/legal information specific merchants must be informed on
Email monthly newsletter to all merchants
Amy personally discusses new changes/info face to face with specified merchants
Event details forwarded to merchants through various channels
Promotions of merchants & events to customers
Face-to-face
Social Media
Website
Email
Newspaper
Posters
Social Media
PIO hosts event at specified location
Post-event merchant survey
Feedback analysis
Determine potential improvements