

13.12 “MASS EMAIL” ANNOUNCEMENTS

The purpose of using mass e-mail with IMAPS members and customers is to communicate important information including, special offers, event information, chapter news, international meetings, etc. and to relay important Society information in a real time environment.

The IMAPS E-Mail Bulletin has been redesigned to give you pertinent information about IMAPS events locally, nationally, and internationally each and every week. The new weekly format will reduce the daily/weekly volume of announcements that were previously sent. Many different approaches were considered, however, consolidating all Society electronic mailings into one weekly message best addressed the concerns and requests of our entire membership and Society leadership.

This weekly approach will change the way many of our events are listed. Additionally, the new format will require the chapters and event organizers to adhere to a much more structured set of guidelines for requesting announcements. The following guidelines must be followed to guarantee inclusion of an announcement in the weekly bulletin:

- All “mass email” messages will be consolidated into one weekly announcement highlighting all things IMAPS. No flyers, announcements, Calls for Abstracts, chapter event announcements, etc., will be sent individually. Instead, the IMAPS E-Mail Bulletin will list upcoming meetings and events and furnish a link to the soliciting party's web page where more complete information will be located.
- The weekly IMAPS Bulletin will be prepared by staff and will include, but is not limited to:
 - IMAPS Events - Call for Papers, Program and Registration Deadlines for Workshops, Conferences, GBC Activities, Symposia, Domestic and International Chapter Meetings, Webcasts, etc.
 - Inside the Chapters – Chapter Events, International Chapters Meetings and Networking Opportunities.
 - More on Membership – updates on membership benefits, elections, member activities/meetings, highlights of notable members, etc.
 - Around the Industry – press releases for Corporate Members of IMAPS.
 - Society News – including publication announcements, Foundation news, leadership news, etc.
- Separate email announcements will be sent about the IMAPS International Symposium and the Device Packaging Conference, and other announcements as deemed appropriate by the Executive Director of IMAPS.
- The IMAPS E-Mail Bulletin will be published every week – Tuesday mornings, office schedule permitting. All submissions for the next week's Bulletin must be sent to bschieman@imaps.org not later than Monday of the preceding week.
- All Chapters (domestic and international) and IMAPS Event organizers must submit their announcement materials via email. The announcement materials must include: a one-sentence subject/title; and a maximum of a 3-4 paragraph (300 words) body describing the title of the event/meeting, all relevant dates and times, a link to the relevant web site and contact information for all inquiries. Pictures will not be accepted; they should be included on the website the article is referring to.
- IMAPS will not be responsible for correcting bad information. All spell-check and proofreading is the responsibility of the submitting author. The soliciting party must ensure that the web link is valid and usable.

- IMAPS HQ will not accept or distribute information/announcements for non-members or external companies/organizations, unless approved by IMAPS Executive Director.
- IMAPS HQ reserves the right to refuse any materials that are not in compliance with these Standard Operating Procedures, or are deemed offensive, inappropriate or in conflict with the interests of the Society and its membership.

13.12.1 “MASS EMAIL” ANNOUNCEMENTS PROMOTING OTHER ORGANIZATIONS

IMAPS must respect its members' email as a privilege. The primary purpose in using mass e-mail to our members is to promote the Society and its programs. In accordance with this, IMAPS will not distribute mass e-mails promoting organizations other than IMAPS.