Angie’s REMARKS

Yale Day of Instrumentation

January 24, 2020

Angie’s suggested roadmap for successful marketing = cookbook recipe

5 key ingredients:

1) Develop an attractive description of your technologies
   • needs to be broadly understood
   • for webpage, brochure etc.

2) Collect and use visuals
   • photos, videos etc. to inspire people

3) Compose a short list of brag points
   • to convince Development, administrators, funding agencies and other donors that it is worth investing
     a) List the top achievements
     b) Point out where is Yale cutting edge
     c) Where you intersect with science priorities

4) Create and prioritize a list of needs
   • should be done with some caution
   • mainly an internal document to guide priorities
   • provide to outside entity only along with the brag points and 5)

5) Create a vision
   • make people dream of possibilities yet to come
   • Esp. important for donors