

Event Promotion Tips

Consider incorporating the following tips into your promotion plan for Your Event.

Remember, the best promotion methods are repetition, word of mouth, and a personal invitation.

Promotion Team **Immediately**
Assign tasks to individuals on the promotions team and plan monthly meetings for updates.

Save the Date **Immediately**
As soon as you have booked your event facility, announce the event dates to your group so they may begin planning.

Post cards. **8-12 weeks prior**
Display in lobby or any other appropriate area. Hand out to individuals and invite them to attend.

Posters. **8-12 weeks prior**
Display in lobby, restrooms or other appropriate areas.

PowerPoint **4-5 weeks prior**
Try to show slideshow for three successive weeks, coinciding with pulpit or bulletin announcements.

Newsletter **Monthly**
Include announcements/upcoming deadlines for Group's Event in your monthly newsletter.

Email/Facebook **Monthly**
Same as monthly newsletter. When you are five weeks out, begin sending weekly reminders that share the benefits of your event.

Bulletin Announcements **4 weeks prior**
Include weekly announcements in the bulletin. Try to coincide with PowerPoint and pulpit announcements.

Pulpit Announcements **4 weeks prior**
Weekly, coinciding PowerPoint and bulletin announcements, so Your Event is being presented in multiple formats.

Telephone Invitations **3-4 weeks prior**
Personal invitations are key! Have promotions team personally invite people in your group who have not registered.

Sign-Up Day **3 weeks prior**
Host a sign-up day in your lobby for people to turn in their registration forms.

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