

Publicity and Promotions

Within all advertisement, you usually want to give the audience all the pertinent information for the event such as time, place, date, cost, etc.

If you are working on a teaser, the advertisement could simply give the event name, the symbol, and ask a question such as “are you ready for _____” or a statement “_____ is coming your way on July 14.” Symbols and logos are a great visual advertisement for people to recognize and associate an image with an event.

When planning the event, make sure that a publicity schedule is part of the plan. Most likely, some kind of kink will happen in design, printing, or distribution, so plan ahead! In your publicity, highlight any major speakers or performers



Facebook invitations still work in terms of getting the initial interest out there and gauging how many people plan on attending the event.

Promotional Ideas:

- Phone-a-thon (may be against the Code of Conduct to use the directory)
- Curiosity teasers: sneak previews, clues to an event
- **T-shirts (worn in advance of event)
- Pass out free tickets
- Balloon Displays
- Doorknob signs
- Paper hats
- Door to door publicity (may be against the Code of Conduct)
- Flyers in unusual spots (bikes, bathroom doors, etc.)
- Emails
- Posters
- Banners/tables
- Flyers
- Chalking sidewalks
- Classroom blackboard notes
- **Word of Mouth** (Probably the best medium of all is word of mouth. If everyone talks up the event in classes, social gatherings, and cafeterias, people will become interested. Get people talking and interest will spread)



As with all advertisement, be creative. What can you do to spice it up and be different? As long as it is appropriate, think outside the box. A well-planned event should be complimented by a well-planned advertising campaign.

****Remember that all postings should be approved through Student Activities. Student groups that want to design t-shirts must also get designs approved before printing.**