

Promotional Ideas

Advertisements

- Ads (newspaper, magazines, radio)
- Ads or article in special sections of the newspaper (automotive, technology, or environment)
- Cable community announcement board
- Ad in local event programs - sports, plays, etc.
- Movie theater ads
- Billboards
- Classified section to place a small ad for your training event

Working with Media

- Letter to Editor
- Speak on local Public Affairs Shows - Radio/TV
- Radio/TV/Cable Public Service Announcements (PSAs)
- Media alerts for local use
- News releases for newspapers and local and state magazines
- Identify, contact, and keep key local reporters informed

Signage

- Banners Stickers for envelopes (as a seal) on all outgoing host site mailings
- Flyers/Posters – Place in dealer windows, community bulletin boards, auto parts stores, community organizations' bulletin boards, etc.

Direct Contact

- Brochures, postcards, and other direct mail
- Speaking to local groups and organizations
- Character passing out flyers at mall
- Displays/booths at local events with early registration option available

Internet

- Create an event banner for your Web site's home page
- Email campaign to friends and previous event visitors
- Post an event flyer on social media sites and encourage your networks to share it with others
- Visit related or partner organization's pages on social media sites and post information about your upcoming event or post the information on their Web site forum
- Make online event registration available for convenience

Promotional Ideas Continued

Coverage at Local Event

- Media alert to selected media to attend event
- Press packet (info for press--e.g., goals and objectives, prior press releases, event schedule, packet of event giveaways, bio and affiliation of key speaker, if applicable, your contact information)
- Staging area for local media interviews and photos
- Visual ideas that media/photographer can photograph (ride-and-drive)
- List of people to interview
- Key talking points for you and/or other interviewees

Other

- Use other local organization's communications systems and Web pages to share an announcement or contact information
- Giveaways and promotional devices (to distribute before or at event)
- Attend or offer to speak at related seminars, schools, or areas of interest to your target audience to promote your event
- Post-event information on community bulletins and calendars online or on television
- Write and submit articles to industry magazines and newsletters