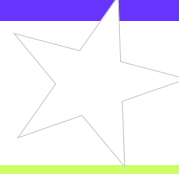




# 16 Easy Ways

# to Promote Dave's Event!



1. Send a memo to professors asking them to announce the event in class (include my speaker bio sheet with the memo).
2. Hang my promotional posters around campus.
3. Make handbills to pass out the day of the event.
4. Send campus wide emails announcing the event. Three is the magic number! (See my separate flyer on how to promote my event via e-mail.)
5. Promote the event on video monitors on campus.



6. Encourage student government, campus programming board, club, and organization leaders and members to attend. Encourage campus groups to set up tables to promote their activities and seek members. (If campus leaders introduce themselves to me, I will ask them to stand up during my event and make a brief sales pitch for their organization.)
7. Run an article in the campus newspaper and/or have a staff member interview me by phone.
8. Run an ad in the campus newspaper.
9. Put door hangers (ask for my template) on dorm room or classroom doors.
10. Have the campus and/or community radio station conduct an on-air interview with me.



11. Have give-aways at the event (free video store cards, restaurant gift cards, school merchandise and souvenirs, dining hall dollars, etc.).
12. Invite the community. Most local papers will run a small article announcing the event, if it is free to the community. This will facilitate community relations and support for your school.
13. Notify speech instructors. They may require their students to attend to see someone who is making a career as a speaker and to critique my presentation. (I was a speech major in college).
14. Put table tents in the dining hall, cafeteria, and library.



15. Post information on announcements/ events page on the campus website.
16. Invite area high schools to bring students who might potentially attend your school to the event as a way of marketing the campus to them. High school students love to get out of class!



Consistent and constant promotion  
will make this a successful event  
on your campus!