Marketing and Publicizing the Event

Marketing and publicity committee chairperson _____

Other committee members:

_____ _____

_____ _____

_____ _____

The key to effective publicity is to use a variety of methods – fliers, radio spots, interviews, etc. There are many possibilities – be creative!

Double check your fliers, print materials, speech and interview notes: Do they contain the essential information – Title of the event, Date, Time, Place, Cost, Brief statement of the purpose of the event, Sponsors, Food and Drink, Special personalities.

Marketing and publicity strategy:

Medium	*Task*	*Person responsible*
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____