

## ----"STANDING ROOM ONLY"----

### FANTASTIC TURNOUT:

Each of these steps has been used by campuses around the country with great success! Colleges which implement the steps below have the greatest turnout. Let's have a great turnout by doing each of the below.

Check Here

When Done

### Timeline for #1 - #28

### 3 or 4 Weeks Before The Event:

- \_\_\_ 1. Create your own promotional posters using ideas from the marketing materials received from the lecturer. Making posters on 11x17 is much more effective than 8 1/2x11. Always use brightly colored paper. These posters will make a big difference in turnout! (See enclosed page "Standing Room Only: Poster Promotion".)
  
- \_\_\_ 2. Announce the lecture at other events happening on campus. Come up with a few catchy sentences that will generate student interest in the lecture. You can ask the agent or lecturer for help with this.
  
- \_\_\_ 3. Mass e-mail all students on campus about the event. Send them a variety of short, mysterious messages that keep them wondering. Ex: "(Lecturer's Name) is Coming to Campus . . . " Next: "(Lecturer's Name) is Coming to Campus -- Watch for the Event on October 1st." Gradually give them more information. Keep them enticed.
  
- \_\_\_ 4. Find which centers on campus might have something in common with the lecture (Career Center, Academic Center, etc.). Let the center on your campus know about the event weeks ahead of time. They'll be glad to help inform students. Give any center promoting the event a poster, flyers, and any other information that will help them publicize.

- \_\_\_ 5. Call the different departments on campus, inform them of the event, and ask what they can do to help join in the promotion and to get more students to the event.
  
- \_\_\_ 6. Invite local high schools to participate and invite their students. This is great for creating a bond between the college and the local community.
  
- \_\_\_ 7. Call or send letters to all Fraternity and Sorority presidents suggesting that they make it a mandatory event for their members. They are often required to have members attend a certain number of educational events per semester. You can attend the meeting of the presidents of the Fraternity/Sorority System and present the literature there. Speak to the president of the Greek Council at the school; if he thinks it's a good idea, then he can get the Fraternities and Sororities to attend.
  
- \_\_\_ 8. If serving refreshments, say so on all promo. This may entice a few extra students.
  
- \_\_\_ 9. Have the student senate promote the event to student groups. Maybe let the senate view the promo-video which will help them understand the event and want to promote it.

## **2 Weeks Before The Event:**

- \_\_\_ 10. Make professors aware of the event. They can not only announce and promote the event to their students, they can also offer extra credit for attendance. Come up with reasons for professors to give extra credit, and give them your best pitch. Doing this step alone can dramatically increase your audience size -- it's well worth the effort. Also note that professors are responding to e-mails more than they are regular mail, so e-mail them a request to give extra credit (and suggest that if they don't give extra credit, that they at least announce the event). If their class meets the same time as the presentation, suggest that they bring their classes to the event.
  
- \_\_\_ 11. Put the event in the campus computers under "Upcoming Events."
  
- \_\_\_ 12. Create a display in the union -- works well behind a glass casing if you have one. You can put up a head shot, testimonials, flyers, and any other creative materials and ideas.

- \_\_\_ 13. Speak to the athletic coaches and ask if the coach will promote the event to the team. Give the coaches a reason to promote the event.
  
- \_\_\_ 14. Get student groups/organizations on campus to promote the event to their members. Research shows it takes 7 exposures of whatever you are trying to promote before it registers. Therefore, sending one message is not enough. Send a couple of e-mails, put something in their mailboxes, attend a meeting, speak to them personally, and use any other variety of exposure techniques you can come up with to convince them to promote the event to their members. Supply them with an announcement they can easily read at their meeting. Use the same catchy sentences you used in #2.
  
- \_\_\_ 15. Put up any 17x22 posters the lecturer may supply you with. Remember to write in time, date, and place. You can surround posters with testimonial.
  
- \_\_\_ 16. Have RA's promote the event to their students in the Resident Halls. They can "Highly Suggest" it to the students on their floor.

## **1 Week Before The Event:**

- \_\_\_ 17. Place any table tents you might receive from the lecturer on cafeteria tables. Again, write in time, date, and place.
  
- \_\_\_ 18. There is a second type of table tent which you reproduce. Copy onto hard stock paper, fold over twice, and put on cafeteria tables.
  
- \_\_\_ 19. Call the local and campus radio stations to announce the event.
  
- \_\_\_ 20. Place a letter in students mailboxes inviting them to come to the event. This is direct advertising which draws a high percentage of students because students read their mail more often than they'll read a poster on the wall.

## **Week of The Event:**

- \_\_\_ 21. Give out raffle tickets for prizes. Students can win prizes and they have to attend to win!
- \_\_\_ 22. Reproduce 1/4 page color flyers (copy on 8 1/2x11 and then cut). Using them all makes a tremendous difference in turnout. Write in time, date, and place and make copies. Bright colors help attract attention and keep the flyers from being used as scrap.

Distribute:

- Outside the union
  - In libraries (or place them on the tables)
  - Outside large classrooms before or after class
  - In dorms (or put under doors)
- \_\_\_ 23. Chalk the sidewalks outside the union and cafeterias advertising the event.
- \_\_\_ 24. Create a banner and hang it outside the student union or school store.
- \_\_\_ 25. Local and campus newspapers
- Place an article
  - Send in press release with head shot -- get from lecturer or write one.  
Ask for help from someone who knows how to write a press release.

### **Day of The Event:**

- \_\_\_ 26. If the lecturer has time, have them present 3 to 5 minute mini teaser presentations in large classes the day of the event to help promote. It's a quick "in and out" teaser which professors are okay with because it's lively and brief. If the lecturer is unavailable, you can do this yourself.
- \_\_\_ 27. Put up a last minute 8 1/2x11 poster saying ". . . . . we'll see you TONIGHT!" Copy the master onto bright color paper: bright yellow, glowing bright orange, hot pink, or neon colors.
- \_\_\_ 28. 2-5 hours before the event, hand out more of the 1/4 page flyers. This last minute publicity works wonders. The immediacy of the event gets many more students to come. Hand these flyers out in:
- Libraries

- Dining centers
- Outside large classrooms
- In the dorms - or just slide under dorm doors
- In/Outside the Union

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***About the Author:***

Gary Tuerack, internationally known author and speaker, is frequently booked on television and radio talk shows around the country. He is the author of "Better Grades in Less Time™" and founder of his own company Tuerack Training International. Gary presently tours the country speaking at universities presenting his interactive, up-beat, motivational presentation entitled "Better Grades in Less Time™."

# "STANDING ROOM ONLY"

## Poster Promotion

### **1. You Always Have a Captive Audience . . . in the Bathroom Stalls!**

- Bathroom stalls, if permitted, are a time tested proven location to capture an audience. Students read what is in front of them in the stalls.

### **2. Out With the Old, In With the New**

- Remove old posters -- otherwise posters lose their impact. I've seen posters at schools that were almost a year old. What happens is that people start to ignore the new posters if they're mixed in with older posters. Taking down old posters also makes it clearer and easier to read the new ones.

### **3. Where's the Best Location on the Board to Poster?**

- At eye level. Remember everyone isn't the same height.

### **4. Target Your Placement**

- Place special focus on the areas that relate to the presentation. For example: a physics club promoting membership wouldn't do as well if they focused their

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efforts on placing flyers in the psychology building. For a program on career success, you'll want to make sure you posted the career center, etc.

### **5. Timing**

- Start putting up posters one to two weeks before the event. Waiting until the day before the event is too late to attract the attention you want. However, starting too far ahead of them is not good either, because they'll get posted over.

### **6. WIFM -- What's In-it For Me**

- How does this lecture relate to them?
- Sell the benefits they'll gain by attending.

### **7. Who, What, When, Where & Why . . . and Web-site**

- Especially include a web site if you put an article in the newspaper. Student newspapers claim that students are more likely to read their articles which have a web site at the end.