

PROMOTING YOUR EVENT

Why should I publicize?

Publicity is one of the most important parts of the event planning process. If not everyone knows about the event you have spent so much time, money and energy planning, they can't come. This is why good event promotion is a key element to a successful program!

When organizing your publicity plan, you want to be sure that your advertising:

- stimulates interest and involvement
- provides information about your event
- creates a favorable image
- attracts attention
- communicates ideas
- provides opportunities for being creative

- reaches your target audience

The benefits of effective publicity are:

- a well attended even
- an appreciative audience
- a feeling of success and accomplishment
- discovery of your capabilities and potential
- an opportunity for learning and expression

How do I publicize?

There are a number of factors that will determine how you advertise your event.

1. The **budget** is probably the most influential component of the advertising campaign. It is necessary to determine how much funding you can allocate to the event publicity.
2. The **type of event** will also affect the publicity techniques. Is this a NMC community only event or an event for open to the island of Saipan? Is there a major speaker that may attract large audiences? Is this a fundraising event?
3. The **event sponsors** will play a role in this decision. If there are multiple sponsors, each entity must make sure they are fulfilling the requirements of their organization. Depending on the target audiences, having multiple sponsors could require more or less advertising.

Below are some tips to consider when determining how to publicize.

Successful Publicity is:

Appropriate- Different audiences may require different types of advertising. For example, you may create a fluorescent flyer for the residence halls, but send the Dean of Students Services Office a formal invitation.

Consistent- Be sure to post your flyers and advertising over the entire campus. Also, make sure that the advertisement has the same information even if the venues are different (flyers, handbills, newspaper articles, radio spots, etc.)

Creative- Choose bright colors and catchy slogans to attract attention to your event. Example- “Everything I Know I Learned in Kindergarten” could be the title of a stress relief program where there is finger paint, play dough, coloring books and snack.

Enthusiastic- Your publicity should project an air of excitement! Let everyone know how thrilled you are to have this event.

Factual- Be sure that the date, time and location are accurate. Update the flyers should the information change.

Imaginative- Do extraordinary things such as handing out lollipops with the program information on it, send out teasers weeks before to get people curious about your event.

Informative- Make certain your flyers have all of the pertinent information to provide potential attendees with all of the information they need to decide on whether to attend.

Persistent- Use different forms of publicity. Place flyers in various areas around campus to attract a wide audience. Checks to make sure the advertising stays posted and replace those that are taken down. (Be sure to post in the places designated by Office of Student Activities and Leadership)

Timely- It is important to begin promoting the event as soon as possible. Begin formulating a publicity plan 4-5 weeks before your program. Begin actively publicizing 3 weeks prior to your event. Realize that different events may require more advertising time, especially if there is going to be a guest speaker or performing artist. You should make allowances for these variations.

What should I include in my advertising?

The advertising should give the attendees all the information they need to decide whether they will attend. (Be sure to contact Northern Marianas College Marketing Office to obtain the College's guidelines for use of the College logo in publications. Additionally, copyright laws prohibit use of corporate logos, symbols and slogans without expressed permission from the copyright holder.)

Content of your Communication Publicity should always include:

What: title, brief description and highlights of event

When: day and time

Where: place, room, building, and directions to get there

Who: sponsoring group(s) (make sure to give your group some recognition)

Why: the purpose behind the event

How much: the cost to attend the event-- if it is free say so.

Sample Publicity Ideas

There are creative ways to attract people's attention. Those who make their advertising creative and imaginative are more likely to have greater attendance. Remember, the type of advertising you choose should correspond with your budget.

Flyers

Posters

Banners

Walking billboards

Footprints leading to the event

Door prizes

Skits

Stickers on candy bars,

Lollipops, cans, etc.

Balloons

Table tents

Teasers

Paper hats

Inserts

Bookmarks

Pencils, pens, etc.

Door tags

Where should I publicize?

Once you have received a confirmation from the Office of Student Activities and Leadership (Building J), focus your attention on the publicity of your event. Here are some great resources right on campus that could help you spread the word about your event in the Saipan community?

NMC Webpage

- This is a great way to publicize your program! According to surveys conducted last year, more of the NMC community learn of campus events through the NMC website than any other form of advertising.

Newspapers

- There are a various Newspapers that are able to advertise your campus events. The contact information and names of these newspapers can be obtained in the CNMI Phonebook

Posters and Fliers

- *Campus Bulletin boards*- Fliers announcing the on-campus events can be placed on the campus bulletin boards. (Be sure to post in the places designated by Office of Student Activities and Leadership)

Other Sources

- *Northern Marianas College Marketing Office* is a good resource if you have a question regarding where to publicize your event or use of university logos and copyrights. Be sure to call them at 234-5498 ext. 1502

Word-of-mouth

It helps to spread the word around about your event in class, at work, the library, & computer labs!

When should I begin my advertising campaign?

The more time you allow yourself to advertise for the event, the better your chances at attracting a large audience. From the moment you confirm your date, location and time, you can begin talking about your events with your friends, in your classes and across campus. This simple step will set you on the way to a successful event.

For the more formal advertising, you want to begin developing your *publicity plan at least five weeks before* your scheduled event.