

Promoting Events

You put in a lot of time and effort to plan events throughout the year. However, once the program is designed, you must attract an audience. This sheet will explore the fundamentals of promotion and public relations with an emphasis on opportunities at Gustavus. Groups can never do enough promotion. Knowing your audience and working on the most effective techniques helps save time and money. Keep in mind that the best promotion creates “Buzz.” The end goal of all promotion should be to create buzz. In other words, get people talking to their peers about your event or cause.

Promotion Fundamentals

Print Media: Knowing your audience is essential when designing print media. If you want to attract Millennial students keep the design simple, clean, and easy to read. Limit your text and only give essentials. Brochures and print media with a lot of text usually appeals to Baby Boomers and Generation X. Using print media with a captive audience is most effective. Buttons and table tents work well.

Websites and Social Media: When the internet started, Web 1.0 (static) centered around providing information. This has not changed much on college campuses. However, today the internet is Web 2.0 (interactive). All generations now expect some level of interaction. Including video, audio, or flash animation is the hallmark of effective websites. Social media is easily the most popular form of communication with students and their families.

Using social media today is extremely important to reach entering students. However, using social media appropriately is important. Facebook is designed for interaction; asking questions and starting discussion may be the best use. To spread information, Twitter and other blogging sites are perfect to engage your audience over an extended period of time. Using html code, you can now put Twitter and Facebook feeds on your website!

Gustavus-Specific Opportunities

In order to promote events on campus students may: make a press release, use sandwich boards, print table tents, advertise in the display cases, print a story in the Gustavian Weekly or print posters.

Information can be found in the Gustavus How-To Guide:
<https://gustavus.edu/studentorgs/files/howToGuide.pdf>

Other Media

Person to Person Interaction:

To this day, the most effective promotion is talking to other people. Unfortunately, the time required often makes this difficult. Therefore, you want to concentrate your efforts on captive audiences. Examples include lunch crowds, classes, and other groups.

Many groups table to promote events, but very few are effective. Tabling is designed for you to interact with those passing by. The most effective tabling is interactive. Make sure you engage people. You can use a small game for people to interact i.e. mini golf, bag toss, trivia or anything fun.

Press Releases:

A press release provides all information the media may need for news coverage. They should be written in Associated Press style and offer non-biased information. Facts only! Begin with the most important message first and end with more detailed information. Send your releases to the Gustavian Weekly, the St. Peter Herald, and the Mankato Free Press.

Calendars:

You may add your events to the college calendar to inform students, faculty, and the general public.