

publicizing and promotions

(pūb'li-sīz'ing and prə-mō'shəns)

v. creative ways to tell people about your group and events

THERE IS NEVER ENOUGH PUBLICITY!!!!

Your program cannot draw huge crowds without a lot of publicity. Publicity can happen in many forms...it can also be simple and inexpensive!

Tips for publicizing your events:



Start Early. It is best to begin advertising 2 weeks before your event.

Develop a publicity strategy and publicize often. Plan the publicity for everyday, from two weeks before until the day of the event.



Good publicity is creative. This can give people a good impression of your event. Bad publicity will have the same effect.

Make your point short, sweet, and clever. Use catchy phrases, be exciting, and make it easy to remember.

Be familiar with Student Union posting and publicity policies.

Always remember that the strongest and most effective publicity is WORD OF MOUTH!! And it's FREE! Tell your group to spread the word!



define yourself. get involved.



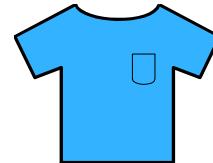
publicity ideas

Fliers	Posters
Banners	Balloons
Bumper Stickers	Post on Student Info Channel
Pens	Buttons
Personal invitations	Door Prizes
Mailbox stuffings	Table tents
Chalking	Table in Mallinckrodt
Notify RAs and RCDs	Oak Walk banner

come to our event!



Post event on Spark calendar
Paint the Underpass
Decorate the Bunny
Paint the library wall
Email Class Councils
Appear on Wake Up Wash U
Submit press release to
KWUR & Student Life
Email IFC and Women's
Panhellenic Association
Email Student Group Council
Table in Wohl



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Office of Student Activities ★ www.getinvolved.wustl.edu