



## **Event Promotion**

### **A checklist and timeline**

The timeline your club uses to promote events will vary according to the type of event you're having, and the individuals involved. For example, while it may be possible to promote a speaker for a club meeting with only two weeks' notice, it could take much longer – six months to a year – to promote a larger event. The more people, you want to educate about the program, the more time you should allow for event promotion. Additionally, it is difficult to coordinate efforts of more than one group, so if your club is co-sponsoring an activity with other organizations or with your sponsoring Kiwanis club, more time should be allotted for event promotion.

Use the following marker dates during event promotion:

#### **Six months prior to the event**

- Allocate money for event promotion

#### **Three months prior to event**

- Identify target audiences
- Determine message you want to present
- Determine desired response to publicity effort
- Brainstorm and identify publicity and PR strategies to be used

#### **Two months prior to the event**

- Compile a media list
- Invite faculty, administration, and Kiwanis club to participate
- Identify PR resources and solicit support
- Delegate responsibility
- Plan advertising for the event

# Event promotion flyer

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### **One month prior to event**

- Distribute major recruitment pieces (poster, flyers, etc.)
- Invite photographers and videographers to participate in the event and film event

### **Three weeks prior to event**

- Continue to distribute flyers, posters, etc.

### **Two weeks prior to event**

- Release public service announcement
- Distribute more posters, fliers
- Disseminate table tents
- Advertise