

Advertising options

E-ad/blitz

To draw people's attention, be creative with symbols and form patterns like

FREE \$\$\$\$*, (((((((((FUN))))))))) , ~#~#~....etc

Advantage: No Cost

Disadvantage: People trash blitzes quite easily

Blitz Auto-Replies

Effective, and automatic, it's personal and people tend to glance at them at least

Advantage: Cheap, great if people see that you support the event.

Posters

Copy Center prints large posters for 99cents a sheet

Advantage: If you have an attractive enough poster, it draws a lot of attention

Disadvantage: Costly, can get covered

Blitz Terminals Ad

Send Student Assembly your advertisement (in the form of a .jpg or .bmp image*) along with Name of Organization, Date(s) to advertise, Account Number, Name of authorized purchaser on account

Word of mouth

Ask your members to personally invite 3 of their friends

Advantage: Free, probably the most effective way to get people there.

Disadvantage: your members could just ignore you

Tabling

Advantage: Free

Disadvantage: time consuming

Banner

Banner paper and markers can be found at AACC and your group's office during normal business hours.

Advantage: Free, good exposure

Disadvantage: Need to find someone to make it

Cosponsors

The best way to expand your event, is to cosponsor with another organization

Advantage: They can also help to split cost

Disadvantage: Takes coordination

Press/Media

Convince a campus publication write an article about your event.

Write an op-ed yourself about it.

Advantage: Usually free

Disadvantage: time consuming, they might not publish it

Flyers

Use brightly colored paper

Have someone hand out flyers in dining areas

Advantage: Can get the word out to new people

Disadvantage: cost money to print. Need to find a designer.

Personal Invitations/ Nominate people

Example- You're planning a leadership retreat, ask each member of your exec board to nominate three people, and send these people an invitation to attend.

Using Food or Prizes as a draw

Probably used most often, and quite an efficient tool

Adv: Can be costly (\$20)

When to Start Advertising?

Depends on the type and size of the event, for smaller events 2-3 days in advance is fine, because people will just trash blitzes advertising events way in advance. For larger events, where you will be selling tickets, it's always useful to start advertising two weeks in advance and to sell tickets in advance too. Don't forget to send reminders and to consider doing RSVPs if possible. Also, if you want faculty and staff to attend, you need to give them more notice.

Did You Know?

- Banner Paper and markers can be used at the AACC Office during Operating Hours. You should ask!!