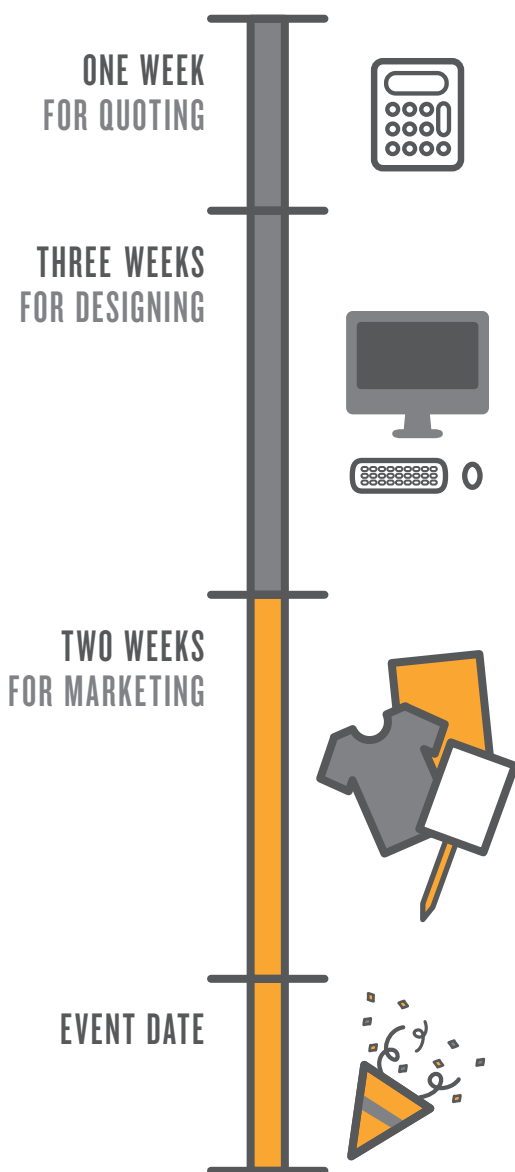


THE BEST WAY TO MARKET YOUR EVENTS



1

CREATE A TIMELINE

First, you need to plan out a timeline to properly market your event. It should start AT LEAST 6 weeks before the event date.

Why 6 weeks?

Projects need at least 4 weeks to be created.

- 1 week for quoting
- 3 weeks for designing

Also, you need at least 2 weeks to promote your event.

*Tip: The earlier you start, the less stressful it will be! Just in case problems occur, there will be enough time to resolve it before the event.

2

SUBMIT A CREATIVE REQUEST



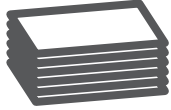
Creative Request forms are available online @ asi.cpp.edu/services/marketing-design-pr and in person at the MDPR office located on the 2nd floor of the Bronco Student Center, in room 2002.

3

CHOOSE SUITABLE ADVERTISING MEDIUMS



POSTERS
MULTI-SIZED



FLYERS



HANDBILLS



BROCHURES



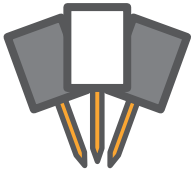
POSTCARDS



BUSINESS
CARDS



BANNERS



STAKES



T-SHIRTS



DIGITAL
BULLETIN BOARDS



BUTTONS



STICKERS



JPEGS



MAGNETS



SPECIAL
REQUESTS

DON'T FORGET TO INCLUDE THE QUANTITY!

4

WHERE TO PROMOTE YOUR EVENT

POPULAR OPTIONS:



FACEBOOK



TWITTER



POLY POST AD



E-MARQUEE



INSTAGRAM



WORD OF MOUTH

OTHER OPTIONS:

POST ON BRONCOBYTES

A bi-weekly e-newsletter used to update students. Check out their current issue at <https://www.cpp.edu/~studentsuccess/broncobytes/broncobytes.shtml>

POST ON POLY UPDATES

It's a weekly e-newsletter for faculty & staff. Email polyupdates@cpp.edu for more information.

SET UP A TABLE OUTSIDE

Inform people with posters and flyers on campus in areas like the University Quad or University Park. Be sure to reserve your space through the Office of Student Life (OSL).

PROMOTE AT CLUB MEETINGS

Tell club members about your event.