

KEY CLUB TEMPLATE – EVENT PROMOTION

A checklist and timeline

The timeline your club uses to promote events will vary according to the type of event you are having and the individuals involved in the project. 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 campus-wide event. The more “publics,” or audiences, 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 campus 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 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 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

One month prior to event

- Distribute major recruitment pieces (posters, fliers, newspaper ads, etc.)
- Invite campus photographers and videographers to participate in the event and film event

Three weeks prior to event

- Continue to distribute fliers, posters, etc.

Two weeks prior to event

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

Week before event

- Distribute news alert to media
- Follow up with local media to verify they received alert
- Finalize with photographers their responsibilities and locations to be covered
- Distribute more posters, table tents
- Advertise

Day of event

- Distribute news release two media
- Confirm needs of photographers
- Greet media and escort them to the project; provide information as needed
- Monitor radio and television to see if story was used. Obtain copies of articles, broadcasts for your club
- Advertise

Within two weeks after the event

- Monitor local media for coverage
- Provide news release to media that did not attend or cover
- Forward thank-you notes to media and special participants for their involvement with the project
- Evaluate the success of the event's promotional efforts