



Once you have developed your education program, you will be ready to market it. This is an important step in ensuring the success of the program. Make sure you market it early enough to get the word out and market it frequently until the program date. Below are some tips on marketing your program.

1. Advertisements

Who: Inform chapter members and other association members who might be interested in attending your program.

What: Approximately 10 weeks prior to the seminar.

Why: Gets chapter and association members interested in the upcoming event!

How: Give a ¼ page, black and white advertisement to your newsletter editor to insert into your chapter newsletter or other association newsletters.

2. Flyers and/or Postcards

Who: Mail to each of your members, non-chapter ARMA members in your area, and any other associations that would benefit.

What: Eye-catching piece specifically designed for your seminar to remind your members about the upcoming event. A postcard could be a cheap option to remind people of the upcoming education event.

When: Approximately 6-8 weeks prior to the seminar.

Why: Use like advertisements, and send out the flyer closer to the date of the seminar: remind members that the seminar is getting closer and it is time to register!

How: Copy on brightly colored paper and mail to places and people listed above. Try a double-sided copy, with the flyer on one side and the registration form on the other.

3. Your Chapter's Web Site

Who: Inform your members about our upcoming program on your chapter Web site.

What: Your Web site can offer a complete up-to-date calendar of events for your members. Your Web site designer has a perfect opportunity to be creative with the announcement of your chapter-hosted regional seminar while enhancing the quality of the site.

When: Immediately. Update your site as soon as information is available or it changes, and take the information off as it occurs.

Why: To cover every avenue of information delivery. Your Web site is a perfect communication tool.

How: Give your Web Designer a copy of the sample advertisement (you should receive this from ARMA about 12 weeks prior to the seminar). From the information in the advertisement, your newsletter editor can design the perfect page on your site to let your members know their chapter is hosting an education seminar.

4. Media Releases

Who: Inform the public as well as your members.

What: Media releases are a great way to publicize your program and your chapter. Releases are short stories or summaries of an event or piece of news. They provide necessary information to local media to print or broadcast.

When: Submit media releases to your local chapter newsletter editor as soon as you have them. Submit releases to local media within two to four weeks prior to the day of the program. Follow up should be included on any community calendars, a week prior to your program.

Why: Use media releases to gain "free" publicity about your program, and hopefully, increase attendance. An important benefit is the education of the public about the role of the records and information management professional. Enhance your image.



How: Write and submit your media release to your chapter newsletter, local newspapers, radio and television stations, etc. Send out as many as you would like.

5. E-pushes

Who: Inform your chapter members who have email about the upcoming education event.

What: A mass email advertising the seminar to all members in your address book.

When: As needed.

Why: Use an e-push as a cost-free advertising method.

How: Design a message and email it out to all chapter members, your entire address book, or anyone you need to tell about the event.

Recognize Your Sponsors

Normal sponsorships contain agreements to provide certain sponsorship recognition benefits.

Therefore, when marketing your seminars, please reference your sponsors if the agreement stipulates this requirement.