PROMOTING YOUR EVENT WITH INTENTION

OLD AND NEW TECHNOLOGIES FOR SUCCESSFUL EVENTS

CREATING THE NEXT®
Hi!

PROMOTING WITH INTENTION
#ECNWORKSHOP
• Why promote
• Where to start
• What’s available
Why?

Because you want people to come.
Know Your Audience

Who do you want in the room?
Who would benefit from attending?
Where is there natural crossover?
Focus Your Messaging

What is this event?
Why should people care about it?
Why would you want to attend?
Find Out What’s Available

Websites
Social media
Advertising
Campuswide channels
Old-school methods (flyers! chalk!)
Make a Plan
PROMOTING WITH INTENTION

Campus Resources:

comm.gatech.edu
specialevents.gatech.edu
Other people!
Happy Apps
Thank you!

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