

Promotions Handbook



For President's Leadership Class

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Each year the President's Leadership Class puts on two campus-wide events: *Battle of the Bands* and *RSU's Got Talent*. The purpose of this promotions plan is to provide step-by-step instructions and a timeline for promoting the events through various channels. Listed below are the promotion channels that the program will use:

- Press release to local media
- Campus-wide email through Student Affairs
- PowerPoint slide for the Centennial Center Rotunda
- Event information on the RSU Mobile App
- Video promotion clips
- PLC Twitter feed tweets about the event
- Status updates about event on public PLC Facebook page
- PLC student blog posts
- Flyers on campus
- Chalk on sidewalks
- Costumed promotion the week of the event
- Audience Raffle

Perhaps the most important aspect of promoting an event is making sure all of the promotion strategies are carried out in a timely manner. To assure timely dissemination of event information, there is a deadline for each promotion. Please follow the suggested timeline as it will help increase the amount of possible audience members.

Timeline

One month prior-	Press release written and sent to Jimmy Hart. Video promotions in the process of being made.
3 weeks prior-	Campus-wide email, PowerPoint slide, and RSU Mobile App information sent out. Flyers designed and social media efforts started.
2 weeks prior-	First video promotion released on social media platforms. Flyers distributed around campus.
1 week prior-	Raffle tickets given to PLC students to be distributed.
Week of event-	Sidewalks chalked and costumed promotions begun.

Press release to local media

The press release to local media is an important way of promoting the event as it gives community members outside of RSU the opportunity to hear about the event. This is the only promotion outside of RSU.

To do this, follow the press release template in the appendix (page 1211k21). Make sure to proof read it and if possible have another set of eyes look at it. Once the press release is written, send it to Jimmy Hart, the RSU public relations coordinator and ask him to send it out to local media. You can give him the list of local media it needs to be sent to. The list of local media that the press release should be sent out to is in the appendix (page alkdf).

There are two websites that require online event information submissions. They are (tasha does tula and another one). To do this you must go online to (www.alkdjfalsdjsa.com/edu/gov) and submit the form.

The press release need to be sent out well in advance. It needs to be sent to Jimmy Hart one month before the event.

Campus-wide email, PowerPoint slide and RSU Mobile App

To get information about the PLC event in a campus-wide email, on the television in the Centennial Center Rotunda, and on the RSU Mobile App, all you need to do is email the student activities director (currently Candice Nivison) and the website marketing director (currently Kelli Fields). Their email addresses are as follows: cnivison@rsu.edu and kfields@rsu.edu. In both emails, include the date and time of the event, where it will be located, the cost of admission (if any) and the logo. In addition, when emailing the student activities director, include a PowerPoint slide that has the event information and logo. This will go on the television in the Centennial Center Rotunda. There is a sample PowerPoint slide in the appendix (page.23242).

This information needs to be sent out three weeks prior to the event.

Video promotion clips

Video promotion clips are a fun and entertaining way to inform people of the event and get them interested. Video clips should be anywhere from 30 seconds to two and a half minutes. They should be between 30 seconds and two and a half minutes long because according to a

study by Visible Measures, “20% of online video viewers click away from a video in the first 10 seconds; 33% move on at 30 seconds; [and] 60% are long gone if you hit the 2 minute mark” (as cited in Peters, 2011).

Depending on the skill level of the individual in charge of the video clips, they can be made by either using a webcam or using a video camera. Here are a few tips and ideas regarding the video promotions:

- Record people talking about the event in a video blog style.
- Come up with a plot and include PLC members as the actor.
- Keep it to the point. Don’t make the plot or conversation (in case of video blog) too complicated.
- Be sure to include the date, time and location in each and every clip whether text/graphic or audio!
- Keep it high energy and entertaining.

You can either make all of the video clips at the same time and then put them online at different times, or you can make them all at different times. It is important to release them at different times though.

Release the first video two weeks before the event, the second video one week before the event, and the third video three days before the event.

PLC Twitter, Facebook and blog promotions

Social media is a very successful way of promoting events. Using Twitter, Facebook and a blog to promote the event is simple to do yet effective. Using the public Facebook PLC page to update statuses about the event and then creating an event page are both good ideas. Using the PLC twitter account to tweet updates about the event is also good. You want to get the most buzz going with these three things. Using a student blog to promote the event is also helpful, especially if that blog has a strong following. Specific tips for each of these types of social media are included in their own packets.

It is a good idea to post at least twice a week about the event starting three weeks before.

Flyers

Flyers should be designed a three weeks before the event and then printed and given to student affairs two weeks before the event. Posters should also be made for the bulletin boards around campus. These should be bigger than the small flyers that are placed on the student apartment doors around campus.

Sidewalk Chalk

Sidewalks around all of the major buildings on campus should be chalked with event information the week before the event.

Costumed promotions

During the week of the event there will be two PLC students doing costumed promotions. At the 2012 *Battle of the Bands* two students dressed up in 90s themed clothing to pass out flyers. The 90s attire coordinated with the video promotions and the emcees of the event. It may be a good idea to coordinate like that in the future as well. The students will walk around the campus handing out flyers and personally inviting people to the event. When I helped plan *Proud to Leave Your Print* (an event to kick off the launch of the RSU Mobile App), we had volunteers passing out flyers around campus before and during the event. This helped students on campus to get timely information about the event and be reminded of when it was happening. I think it will be effective for the annual PLC events also. Personal invites are always helpful.

Audience Raffle

Each PLC student will have 10 tickets to give to members of other organizations on campus. Every PLC student is required to be involved in a campus organization. Because of this, they will have contacts within organizations that may not be in touch with PLC. This will give those organizations a chance to promote *RSU's Got Talent* by handing out raffle tickets. On the night of the event, raffle ticket stubs will be collected. The individual whose ticket is called will receive a prize. The individual must be present to win.

Raffle tickets need to be passed out to PLC students one week prior to the event and then the PLC students will have that time to distribute them.

References

Peters, M. (2011). Attention span video and your customers. Retrieved from www.oculu.com