



## Marketing Ideas for Workshop Promotion

Best results have come from these five methods:

- Blast e-mails to entire membership list – weekly beginning 4 weeks or more before. Include flyer attachments for them to open as well as registration form to complete on line if possible.
- Website listing in calendar of events and article about sessions on home page.
- Chamber blast/broadcast faxes to all members – two times if possible four weeks and two weeks before program
- Personal phone calls to larger employers – two weeks before date
- Announcements and/or handouts at other chamber events

Other methods used by chambers in the past:

- Chamber newsletter articles and/or inserts
- Partnering with other area chambers
- Direct mail flyer/brochure/postcard to members – two weeks prior to date
- News releases by print, radio and television
- Get Board Member commitments for support
- Use of media co-sponsor(s) or other organizations that will co-sponsor
- Interviews with radio, television and newspaper.

Not recommended (have not worked well for other chambers)

- Paid print advertising in newspaper
- Paid radio or television ads