



Marketing and Advertising Guide

A successful pre-workshop marketing plan includes setting goals, targeting certain groups, and delivering clear and complete workshop information. Included in this brief guide are tips on how to maximize your efforts in drawing a crowd to your PLT workshop!

Pre-workshop publicity announces your workshop to those who may be interested in attending. Remember to be clear—both in your pre-workshop information and in your introductory remarks—about the goals of the workshop and the time frame. Much of the groundwork for a successful workshop lies in providing participants with adequate information ahead of time. This can be done through the use of flyers, brochures or announcements. You should include as many of the following pieces of information as possible:

- A brief introduction to **Project Learning Tree Ohio**
- Workshop title, goals of workshop, items to be covered, special themes.
- Date, time, and location of the workshop (including a map and directions, if necessary).
- Name(s) of sponsor(s) and facilitator(s).
- Registration fee, deadline, and maximum number of participants.
- What participants will receive—Guides, supplemental materials, graduate credit, CEUs, etc.
- Contact person for further information, including address, phone number, and email.
- Appropriate clothing, particularly comfortable dress.
- What to bring to the workshop.
- Lunch plans (bring your own or provided with registration).
- If the workshop is in multiple sessions, that attendance is required at all sessions.
- If you are only targeting a specific group (e.g. grades 3-5), be sure this is posted.

Use your imagination in creating a flyer, poster, invitation, announcement or article, which conveys all of these items, as well as your own unique tone. Whenever possible, make use of existing communication channels within your school, district, or county education system. If you are inviting educators from more than one school site, send the flier with a note stating "Please post", or ask one person at each school to help spread the word. Send extra announcements for that person to share. Send special invitations to people you'd really like to participate and include extra fliers for them to share with others. It may also be appropriate to announce your workshop through newsletters of various educational associations (e.g. Educational Service Units, Natural Resources Districts, County Extension offices, Soil and Water Districts, science or social studies or math councils, environmental/outdoor education organizations). Feel free to use any and all advertising avenues that make sense in your setting!

You may want to seek out a variety of newsletters in your area that will include a notice of an upcoming workshop. Some to consider are schools and school districts, Girl/Boy Scouts, nature centers, and conservation and environmental agencies and organizations. Some of the same organizations may allow you to post a flyer at their facility.

It is very important to begin publicizing your workshop well in advance. Be sure to begin your marketing and advertising campaign soon after receiving notice from PLT Ohio that your workshop has been approved.

ASK YOURSELF:

- **What could I include in the workshop description to interest people in this workshop?**
- **What forms of publicity would be most appropriate for this workshop?**
- **What will participants need to know in advance so they are well prepared for this workshop when they arrive?**