Marketing and Promoting Your Program

Date: June 17, 2016

The CBA marketing staff is available to sections and committees that are looking for help in promoting their events.

Tips for a Successful Program

1. **Picking a Title**
   Choose a title that describes your program clearly and concisely. Long, wordy titles have difficulty capturing the attention of target audiences and can take limit the graphic design aesthetics, subsequently the effectiveness, of the marketing material.

2. **What’s Your Program About?**
   Briefly summarize your program in a few sentences followed by a handful of bulleted learning outcomes. Think from the perspective of your target audience, “what will I learn by attending this program?”, “how will this information make me a better professional?”, “why is this program important to me?” etc.

3. **More Than Just E-marketing**
   While CBA e-mail marketing distributions are a primary tool in promoting association programming, there are many other ways to spread the word.

   - Circulate a friendly e-mail using the SideBar listserv that includes some highlights of the event and a link that sends people directly to the registration page. This type of correspondence has proven to be a highly effective promotional strategy because a message from a colleague resonates stronger and, with the link conveniently included, the request to register is actionable.

   - If there are other sections or organizations that can benefit from your program, reach out to the section chair or leader and ask if they’d be willing to send a communication to members.

   - Get social! The CBA’s social media accounts are always sharing event content. “Like” or “share” the posts to spread the word to your “connections” and “friends”. You can even share posts on pages of other associations whose members may have an interest in your program.

Marketing Materials
If you will be having an event that will require a press release, flyer, brochure, program, or distribution of a letter, etc., please contact the communications staff at the CBA for help. **It is strongly advised to contact staff at least 6-10 weeks before your event to ensure timely delivery of your marketing piece and to allow people to respond to it.** The staff will contact you to evaluate your event and the materials it requires. A budget, along with a marketing plan, will be produced. The staff can undertake the planning and design of these projects, along with the printing and distribution of materials, if necessary.

Jessica Pace
Marketing and Communications Manager
Phone (860)612-2016
Fax (860)223-0538
jpace@ctbar.org