

Audience List

One of the most important aspects of hosting an Odyssey event is the Marketing and Promotion of the event to attract participants and attendees. An overall plan for marketing and promotion will allow your efforts to function much more efficiently.

First, it is important to understand your intended audience when promoting your event. Who is your event geared towards? Who will benefit most from your event?

Here are some basics about your audience that you should consider when beginning a marketing and promotion campaign:

- Know their demographics (age, gender, education)
- Know what motivates them
- Know what would prevent them from participating
- Know who influences or controls their decisions to attend
- Know what competes for their time
- Know how they will benefit from the service or activity being provided

Next, you will want to consider which marketing methods will be most effective in reaching them. Armed with this information, you can formulate a plan for purchasing advertisements, social media and/or a mailing campaign.

- Know what tone/images would most appeal to them; i.e, conservative/bright; details/simple; high tech/low tech
- Know how they can be reached most effectively
- Know when they need the information in order to participate in a timely fashion