

Overview: Marketing and Promotion

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? Detailed information on selecting your audience follows later in this chapter. In the meantime, 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
- 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

Also, you will want to make sure that you include all necessary information in marketing and promotional materials. Some information that you may want to include are:

- Date
- Time
- Location
- Sponsors
- Hosting organizations
- Directions
- Keynote speakers
- Main events/displays
- Benefits of attending

Make sure that you proofread all of your marketing and promotions material. There is nothing more upsetting than opening up your local newspaper to see the ad that you carefully placed and realizing that it includes a typo, or incorrect information.