**Helpful Tips**

##### A basic component of marketing is promotion. Information to be included in any promotion should contain the following:

* **What** – program title
* **Who** – special guest speaker(s)/vendors (if applicable)
* **When –** date and time
* **Where** – location

Design – Clip-art cartoons are good eye-catchers.

**Methods** – Table tents, posters, flyers, bulletin boards, pay-roll stuffers, post cards, and e-mails.

**Registration** (if needed)–Easiest way is to include a return tear-off section at the end of a flyer (see Example below).

**Example**

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(Cut off and return)

Please return this registration form to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

By \_\_\_\_\_\_\_\_\_*\_\_\_\_\_\_*\_\_\_\_\_\_\_\_\_\_ for the UPCOMING\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Department\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Work Phone #/Extension \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_