TIP SHEET

**Promoting Your Virtual Event**

* Choose an attention-grabbing title and/or graphics!
	+ Consider including a “teaser” in your announcement. “Keep more of your money!” Living on a fixed-income?” “Did you know that some people have their Medicare premiums paid for them?”

* Start promoting your event early.
	+ Send out “Save the Date” information.
	+ Know the deadlines for including information on community partner calendars
	+ Post flyer (print and virtual) in key locations.
	+ Leverage Social Media platforms.
	+ Encourage Word of Mouth marketing.
	+ Write a newsletter article about your event.
	+ Consider giveaways for your virtual attendees.
* Final Marketing Push—10 Days Before Your Event:
	+ Send reminder email to community partners.
	+ Send reminder email to registered participants.
	+ Create reminder posts for Facebook and Twitter.
* After Your Event:
	+ Thank attendees for coming.
	+ If you have upcoming events planned, let attendees know about them and encourage them to tell a friend!
	+ Provide a handout with dates and links for upcoming events.