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.