

XCEL Points

For Leadership Success

Campus Center and Student Activities Department

Advertising

Advertising Tips

People are more likely to attend an event that your organization is planning if they know about it! Try exploring new and creative avenues of advertising, both on and off campus in every way that you can! Letting people know about the event should be fun for both you and them!

Always try to use a different form of advertising for each event as well. You can do this and keep your advertising interesting by brainstorming new ideas to catch attention! Below is a short list of some classic and unconventional ways to publicize any program:

Classic On Campus Advertising Strategies Unconventional Publicity Ideas

- Socialweb.net
- Banners on the bridge
- A-Frame signs and sandwich boards
- Showcase displays in campus buildings
- Bulletin board postings
- Residence hall newsletters
- Some colleges and departments publish newsletters. This can be very effective!
- Tech News
- Campus Radio Station: WWPI
- Buttons
- Skits
- SocComm Poster Support
- Curiosity teasers—sneak previews, clues to an event
- Bumper stickers
- T-Shirts worn in advance of the event
- Balloons
- Table Tents
- Door knob signs
- Banners on cars
- Paper hats
- Utilizing TP Talk from Residential Services
- Leaflets passed out on busy bridges
- Door to Door
- Phone-a-thon
- Classroom Blackboards
- Pass out free tickets
- Announcements and invitations to relevant people and groups
- Popcorn and candy with flyers
- E-mail

HELPFUL HINT!!!!

- Every Student Organization gets 1 free 1/4 page (5" by 8") Public Service Announcement per academic year in Tech News. This may be used to promote any activity that is open to the entire WPI Community.

How do I get an ad in Tech News for my organization?

Advertising in Tech News is a great way to add to your advertising campaign and it is an effective way of advertising to WPI students. Check out the Tech News website for more information on the publication dates of the paper, pricing and deadlines for advertising, and contact information: <http://users.wpi.edu/~TechNews/>



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