

**The Academy of Model Aeronautics**

# **How To Promote and Market Your Event**



*Bringing Modelers Together™*

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1-800-I Fly AMA - 5161 E. Memorial Dr., Muncie IN 47302

# How to Promote and Market Your Event

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## **Importance of Club Leader/Contact Being Focal Point For The Event**

### Easily Identified Contact Is Key

This is a critical point to having a successful event. There must be an assigned individual or group of individuals in the club that are the contact points. Everyone from the media, local business contacts, Chamber of Commerce's, Visitors Bureau's etc. must know who to contact. You should provide a minimum of the individuals name, phone, email, and mailing address. If there is a club website available, it is good to note the site address with the other information



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## **Who To Contact, and Where to Send Your Press Release**

Create as diverse a mailing list as possible.

The mailing list should consist of the following:

All elected officials within the municipalities and county

Minority clubs and services

Board members of local charities

Ministries at all churches

Chamber of Commerce membership

Educational community (k-12 – university)

School superintendents' and board members

School principals, coaches, and teachers

School PTO leadership

Civic group leadership and membership

Workforce board of directors

Senior adult clubs and services

Alumni from Chamber of Commerce Leadership Program

Registered voters from county election office

Identify organizations that have newsletters

(Schools, k-12 parent newsletter & college student-based newspaper, church based newsletters, etc.) to their students/parents/members/clients. Send the editor of the newsletter information regarding your event and encourage participation at your event planning meetings.



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## Press Release Information

### Getting Maximum Exposure

In order to get exposure for your event you have to compete with what can be dozens of events on any given “news cycle” you must be persistent. Fortunately your local presence can be an advantage in accomplishing this. There are a number of organizations such as your local Chamber of Commerce’s, or Visitors Bureau who are interested in promoting the community and maintain lists of local media and businesses that you can use as your “mailing” list to send your releases to.

It is important that you provide a press release in the format that the media can use with little or no re-work required on their part. This increases your chances of having your event get “air time”. At minimum your release needs to note who, what, where, when and why. It must have a heading that is strong, to the point, and of newsworthy interest to your audience. (Remember the local community tie here is key)

It is also important to not use words that trigger spam filters if you are going to send your notices via email or online. Most releases now go this way so it is important to avoid these words. Simply google the phrase “spam words to avoid” and you will get a number of examples of words and phrases to avoid in your message.



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(Please see the sample of a press release next that can be used for your event. Just insert the information that is specific for your contacts, event info etc.)

### **Sample Press Release Form**

For Immediate Release:

Contact: Chad Scott (*Club contact name*)

Whitley County Barn Stormers RC Club AMA #1636 (*Your Club Name* )

260-691-2348 (*Contact's phone number*)

[chabby@earthlink.net](mailto:chabby@earthlink.net) (*Contact's email*)

[www.clubwebsite.org](http://www.clubwebsite.org) (*Club website if available*)

*Whitley County Aeromodeling Club Announces Flying Event to Help Local Charities (Event Headline)*

Columbia City, Indiana, April 20, 2007, —The Whitley County Barnstormers a local aeromodeling club, is pleased to announce a “hands on” event held at our flying field in Whitley County, IN. This event held on June 9<sup>th</sup>, 2007, from 9 am to 5 pm. The event includes hands on flying with buddy box trainer systems, noon time air shows, and plenty of food and drink for all! Best of all a portion of the proceeds from the event will go to help charities in our local community. Please come and join us for a great fun filled day, and help people in you area at the same time!

The Whitley County Aeromodeling Club is a local, non-profit aeromodeling organization founded in 1951, to promote the educational and recreational benefits of the sport.



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## Working With Local Media

If your event information is concise and timely your chances of getting coverage are good. Most media outlets require a minimum of 30 days notice before your event. However depending on how busy or slow the current news cycle is, they will accept and post releases in less than that time frame.

Your best points of contact at the media are the news editor, lifestyle editor, community calendar events coordinator, and the sales staff. Never underestimate the relationship that your members have with the local media. If the member's business or organization is doing any kind of advertising with your local media, they will usually try to help publish your release and assist where possible.

If the funds are available, it certainly is beneficial to advertise the event yourself. In many local markets, you can get a 2-3 day radio coverage pre-event for as little as \$100 - \$200 dollars.

The time line, or schedule for the day of the event, as well as directions to the event are very important. You should highlight those times that you think you will have maximum participation, as well as key portions like the noon break air show, and anything else you feel is unique or exciting.



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## Local Calendar Listings, Cable TV, Radio Stations, Newspapers

There is a tremendous amount of competition today for content among the media.

AM talk shows and afternoon lifestyle shows are good places to get your event news out.

Many times the stations will do a “live” or remote shoot on site during one of the days of the event.

Car dealers, and other business, buy a large amount of radio time, and may be a good source to “donate” some time to cover your event. The same media contacts noted in the How and When to contact media section can be used to try to set up the interviews. In order to differentiate your event from others,

try sending a model related item to the contact person. It can be an inexpensive complete park flyer complete. Encourage the media contact to share it with their children, and come out to the event to get even more information and help.



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## Community Involvement

Community involvement is your best form of advertising for any event you have.

There are a significant number of groups that make up the “General population” Here is a  
 There are a significant number of groups that make up the “General population” Here is a  
 table with numerous examples:

Business Community	Community at Large	Community Groups	Non-Profit Community
Agriculture Athletic and Recreational Construction Entertainment and Tourism Financial Food Services Health Care Industrial and Manufacturing Legal Services Media Publishing Retail Service Transportation Utilities Wholesale	Churches General Public Minorities Neighborhood Seniors Singles Youth	Business Clubs Historical Associations Interfaith Associations Minority Associations Social Clubs Sports Clubs	Arts Environmental Health Care Philanthropic Social Services
	Educational Community	Governmental Community	Civic Community
	Preschool K-12 Public K-12 Private Trade/Technical Community College College University	City County State Federal Military Judicial Law Enforcement	Garden Junior League Kiwanis Lions Rotary Shriners Woman

Posters,  
 flyers  
 and  
 emails  
 are all  
 good  
 tools to  
 place in  
 your  
 local  
 area to  
 increase  
 awaren

ess for your event. Always check to make sure policy allows posting event information. Post at business locations such as banks, factories, restaurants, schools, scouting, boys and girls clubs, church groups, senior adults/retirement communities. There are many of the same opportunities to post online.

Involve your local officials from the mayor’s office, to county positions, police and sheriff’s department; ask every elected official you can. It is excellent PR, and you never know when you might need their help to get or keep a flying site!

## Education System

Contact high school and college math/science teachers and ask them to give extra credit to their students if they attend the event. Additionally, teacher could give an assignment to those students who attended. The assignment could be to write an essay on “What can model airplanes teach me about math and science?”

Contact each high school principal within your county’s public and private schools. Ask the principal to provide you with a list containing teacher sponsors with his/her contact information of all student clubs/organizations. Contact those teacher sponsors by email or mail informing them of the event and the event planning meetings encouraging their school club to attend an event planning meeting.

Contact church youth ministers encouraging their church’s youth group to attend an event planning meeting.

Ask high school principals to include information regarding each event-planning meeting in the school morning announcements.

Notes:



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