

Promoting Conferences & Seminars

Here's a list of suggestions with a timeline for promoting your event.

9 - 12 months

- Develop logo and other graphic elements
- Design a website
- Develop imprinted advertising item
- Staff an event booth or provide giveaways for other regional conferences and convention

6 - 9 months

- Design a brochure/mailer, one that can be used for mail, email or web
- Send out first blast email to all PTG members and any available non-member lists
- Send targeted emails to chapter presidents, local members and non-members, Associates, etc.
- Post information on discussion groups at my.ptg.org chapter and regional communities or set up an event-specific group
- Develop print/electronic ads for Piano Technicians Journal, PTG online event calendars, chapter newsletters and websites, non-PTG publications or websites
- Send representatives to nearby chapters with information and giveaways

3 - 6 months

- Send second blast email to all PTG members
- Mail brochure/mailer about four to five months before event
- Send targeted emails to chapter presidents, local members and non members, Associates, etc.

4 - 12 weeks

- Send last blast email to all or regional PTG members
- Send last reminder to local members and others within driving distance.

Contact the Home Office or your RVP for more ideas.

If your seminar is approved by your RVP and the PTG Vice President, it will be listed on the PTG online Coming Events calendars and in the *Journal*. Approved conferences and seminars are also eligible for one free two-inch display ad and half-price rates for all other ads in the Journal, and up to three (3) email blasts for regional conferences and up to two (2) for chapter seminars sent out by the PTG Home Office.

Seminar and conference approval should be submitted to the Home Office, using the proper form (download it from the Forms and Documents page of the Member Area at www.ptg.org), eleven (11) months prior to the event. The Home Office will obtain the necessary approvals. Seminars will not be approved for dates two months preceding or following the PTG convention without express permission from the Executive Committee. Approval of one-day seminars shall be limited to two per year per chapter.

Website

As soon as you have date and location information, you should start building your event page or website. Your website should include items such as a master schedule, class descriptions with dates and times, instructor information, hotel and travel info, registration costs with downloadable form, special events, exam info, local attraction link, exhibitors, an FAQ and contact information for event staff.

Brochure/Mailer

A brochure can have a great impact on the decision someone makes whether or not to attend an event. It can be distributed via mail or email, posted on your event or chapter website and handed out at other events (i.e. chapter meetings, regional conferences, PTG annual convention). People like to have something they can flip through and mark up. It should be graphically pleasing, easy to understand,

complete and informative. Create the brochure well enough in advance to allow time for proofreading. It should include:

- Date(s), time(s) and location (address, telephone, etc.) of the event.
- A list of instructors and classes with descriptions.
- Social activities.
- Directions to the event site.
- List of exhibitors.
- Hotel reservation telephone number, information on the convention rate and deadlines for same.
- Event registration form.
- Application for examinations.
- Name and address of person to receive completed forms and payments as well as to whom the check should be made payable.
- Regional and state meeting schedule (if any).
- Activities for families and friends.
- Event contact name, address and telephone number for informational purposes.

Obtain all publicity possible for PTG. Check with local radio stations for public announcement policies and set up interviews and/or television coverage for classes or other interesting aspects of the event. Contact area newspapers, which may send a photographer and/or reporter or ask that event information be submitted to the paper's office. Have all press information prepared in writing, in advance. Take advantage of web opportunities by setting up a conference web site, posting information on chapter web sites and using email to broadcast conference news.

Target area mailing labels may be obtained from the PTG Home Office at a minimal cost as self-stick labels or electronically in spreadsheet form. Only names, addresses and member type are included. Acceptance of the PTG member lists constitutes your agreement to the following terms: 1) the member information enclosed must be used in relationship to piano-related educational opportunities or piano technician-related products; 2) the information you have received is restricted to a one-time use, and; 3) the mailing list remains the property of the PTG and should not be given or sold to other parties or used for any other purpose than agreed upon.

Other sources for lists include local dealers, manufacturers and suppliers. Mail the event brochure to members and nonmembers of the target area to increase coverage. Send information to editors or regional, state and/or chapter newsletters for inclusion in the next available issue.

If your event will be substantial in size, consider obtaining a bulk mail permit. A large volume of mail could potentially offset the cost of the permit. Keep in mind though, that bulk mail is considered third class and therefore, some delay should be expected in delivery. Careful advance planning can help avoid any postal delays. Consult your local post office for instructions and/or further details on bulk and other mailing options.

The first mailing of brochures can be sent out as early as six months prior to your event, but no later than three months prior. The second mailing, should you decide to have one, should go out five to six weeks prior to the event.