

STEP 9. CONDUCT MARKETING ACTIVITIES TO ATTRACT THE TARGET AUDIENCE

You will want to promote and advertise your training course in order to inform prospective participants about the opportunity and to encourage their attendance. In conducting marketing activities your objectives are to reach as many members of your target audience as possible and ensure that the course is fully attended by the right people.

An effective marketing tool is an informational piece developed specifically for the course and mailed directly to targeted individuals. It need not be fancy or expensive. One simple solution is a three-panel brochure – an 8.5 x 11 sheet of paper in a three-part fold. The brochure can be made into a self-mailer (no need for an envelope) by leaving one panel blank except for a return address. After the brochure is printed and folded, the address label and postage are affixed in the appropriate places. Use the reverse side of the blank mailing panel for an application form. That way, the recipient can send in the form and still have complete information about the training program on the remaining panels. The paper stock should have at least a 20-pound weight so that it will hold up to mailing, and be a light color to permit photocopying and faxing. These brochures can also be handed out at other health-related trainings or conferences.

Another approach is to send a packet that incorporates a cover letter, a descriptive flyer or brochure, a separate application form, your organizational brochure, and other materials you may wish to include. A marketing packet is more flexible than a three-panel brochure, and it accommodates a greater amount of information and a more complex application form. But it is more expensive and time-consuming to produce, assemble, and mail.

E-mail broadcasts are an effective and virtually cost-free method of marketing the training event. This will require someone to create an e-mail list that includes the target audience, or you may ask another health-related agency to share theirs with you.

PRE-COURSE TASKS

ACTIVITY 9-A

Review your target audience so that your marketing activities can be effectively focused.

Associated Tool #6 Needs Assessment Survey Summary

(Source: Francis J. Curry National TB Center, San Francisco)

ACTIVITY 9-B

If an outside agency is providing continuing education units, check its requirements regarding promotional materials. Some agencies require that their name appear on the title panel and that they have a copy of the brochure or flyer on file before it is distributed to the public. Many also require that objectives and credit information are included in any promotional materials (See Step 8: Continuing Education).

Associated Tool #10 Course Brochure

(Source: Francis J. Curry National TB Center, San Francisco)

Associated Tool #17 Course Objectives

(Source: Francis J. Curry National TB Center, San Francisco)

Associated Tool #61 Wording for C.E. Certificate

(Source: Francis J. Curry National TB Center, San Francisco)

ACTIVITY 9-C

Produce an informational piece, such as a flyer or brochure that provides the following information:

- The name of the sponsoring organization
- Dates, times, and location
- A brief overview of the course format and the topics to be covered
- The course objectives
- A list of the faculty (if you have confirmed them)
- The number of continuing education units offered
- Registration procedure
- An application form (see Step 10: Registration, Activity 10-A)
- Contact information

Associated Tool #10 Course Brochure

(Source: Francis J. Curry National TB Center, San Francisco)

ACTIVITY 9-D

Develop or obtain lists of prospective participants with contact information—name, title, organization, mailing address, phone and fax numbers, and e-mail address. Sources could include your own mailing list and those of other health-related and community agencies and organizations. If you are using lists from several different organizations, crosscheck each name to avoid duplicate mailings. As a rough rule of thumb, plan to mail to eight to ten times the number of people you anticipate having in attendance.

ACTIVITY 9-E

Mail the brochures and application forms on a schedule that allows participants ample time to plan for their attendance and send in their

applications. This should occur at least two months in advance of the training.

ACTIVITY 9-F

Determine other ways to inform prospective participants about the training and persuade them to enroll. Options include:

- Placing an announcement in your organizational newsletter
- Arranging for announcements in newsletters of relevant organizations or other health-related publications
- Distributing brochures at meetings or conferences sponsored by associated organizations
- Posting information about the training on your organization's website
- Including a listing of the course in any pertinent catalogue to which you have access
- Using broadcast e-mail

Associated Tool #10 Course Brochure

(Source: Francis J. Curry National TB Center, San Francisco)