

# How to Create Promotional Copy for Your Toastmasters Event

The **D21 Toastmasters Event Calendar** is provided as a resource to promote Toastmasters events to fellow Toastmasters as well as showcasing the benefits of Toastmasters to the general public. It is not to be used to promote personal or business events that do not have a Toastmaster's component.

The **D21 Toastmasters Event Calendar** serves both as a marketing tool and a source of Public Service Announcements PSAs, related to Toastmasters events.

The **WYSIWYG** editor as discussed in the **Tutorial: How to Add an Event to the D21 Toastmasters Event Calendar** provides you with a tool to express your creativity. For an event to be successful, it needs people to attend it. If you do not have a specific domain purchased for your event i.e. a unique url, your D21 Toastmasters Event listing can serve as webpage. Just quote the url for the listing that is generated when you publish your event in any other marketing material that you create.

## **Think Marketing!**

When creating your event listing ... think marketing. Your task is to let as many people as possible **know** about your event as well as **convincing** them to attend. As you will see, your event listing is only one component of a successful event promotional campaign.

A basic tenet of marketing is to sell the **sizzle**, not the **steak**. It is easy to get bogged down on listing all the features of the event i.e. everything that will happen at your event. While it is worth your while to identify and list your featured speakers or things that will be happening at your events i.e. **features**, it is likely more important to promote the **benefits** of attending your event. One example of doing so would be "Upon completion of this workshop the attendee will leave with three new techniques to deal with ..." Another, by attending this Toastmasters Club Officer Training session you will help your club achieve Distinguished status in the Distinguished Club Program.

## **Target Market:**

Your listing should identify who your event is directed towards. If it is Toastmasters only or open to the general public, you should specify. While you are thinking about it, why shouldn't

most of our events be open to the general public. It's a great way to convert guests into members.

**Content:**

Your event listing should answer the *five Ws and an H*. Who, what, when, why, where and probably even how. When creating the copy for your event, think about it from the perspective of your potential reader and hopefully event attendee. What kind of questions are they likely to ask. Don't leave them guessing!

When you enter your content into the event listing popup box & editor you will be asked to insert the title of your event. There is no need to repeat the title as a beginning point in the text editor. If you do so, the title will be listed twice and could lose its impact to the reader.

Your event's title should be sexy. That doesn't mean that it should be sexual in nature. It means that it should grab the reader's attention so that they are eager or compelled to read the accompanying copy that you have written about your event. **Example:** D21 Club Officer Training & Leadership Institute vs D21 Leadership Extravaganza: Club Officer Training ... and much more!

**Details:**

Even though you will enter the time and date in the popup box in a separate place, it is still a good idea to add them to your event listing's body, as well as any other important details.

**Example:**

**Time:**

**Date:**

**Location:**

**Cost:**

**How to Register:**

One of the common omissions that event submitters make is in forgetting to add their contact info to the body of the promotion. Many people have questions that are specific to their life circumstances and need to talk to someone before making a commitment to attend. Not answering their question could lead to a lost ticket sale.

If *parking* is a consideration for your event, you should include specific details in your event listing i.e. where & how much, or if it is free.

If your location is tricky or confusing, adding some specific details on how to get there can be helpful.

### **Typography:**

While many fonts & sizes are available in the WYSIWYG editor, resist the urge to mix & match. We don't want your event listing to look like a ransom note that has been created by cutting out different sized words from newspapers. This site uses Georgia size 12 for most of its content including event listings.

### **Promotion:**

Your event listing can be a stand-alone promotion or a referral mechanism to another website. Let's say for instance that you had a Toastmasters event named Unleashing Ideas. You could create your D21 Calendar listing so that it directs the reader to your website at [www.unleashingideas.ca](http://www.unleashingideas.ca) where you have a more comprehensive promotion developed.

The D21 Toastmasters Events Calendar tends to be passive, meaning that people will only read about your event if they happen to be looking for Toastmasters events at the D21 website.

You can increase exposure for your event by copying the url for your event listing and submitting it to the D21 Facebook page or its LinkedIn page. You will need to join both before you are able to submit your event. Include a short teaser promo for your event as well as the event's url. In addition, if your club has a Facebook page, Twitter, LinkedIn profile or a website, these are all good places to list your event. For even greater exposure encourage your friends or fellow club members to share your event listing. If your event would be of value to non Toastmaster, an effective technique could be to post your event to different social media that your target customer is likely to frequent.

This tutorial has been provided by Rae Stonehouse DTM, PDG D21 Webmaster. Contact him at [rae.stonehouse@d21toastmasters.org](mailto:rae.stonehouse@d21toastmasters.org) if you experience difficulties with this process.