

**Promo Ideas to Ensure a SUCCESSFUL Andy Masters Program on Your Campus!**

**Campus Newspaper**

1. Andy is available for interviews with campus newspaper staff.
2. Andy has a Press Release available on his website for use on your campus.
3. Andy has several articles on careers and student life that can be reprinted in the campus newspaper the weeks leading up to event. They can be downloaded from Andy's website under the "Media & Articles" page.
4. The sponsoring department/organization may wish to advertise for event in the campus newspaper.

**Radio/TV**

1. Andy is available for interviews on campus or local Radio/TV stations.
2. Internal PR/Communications contact of school can help arrange airing.

**Internet/E-Mail/Social Media**

1. Be sure to list time/place of event on ALL calendars accessible on Internet.
2. Often, school websites offer stories and upcoming event features. Be sure to submit the Press Release (on Andy's website) to webmaster for posting.
3. A campus-wide email can be sent either to all students, or all faculty/staff, announcing the event 30 days prior, AND the day before the event.
4. For faculty emails, copy text of "Professor Letter" (on Andy's website)
5. Blast event on Facebook!!

**Class Invites—IMPORTANT!**

Many colleges have Professional Development, Career Preparation, or Senior Survival-type classes. Instructors of these classes need to be contacted to have the class attend program as a requirement or extra credit.

Also, Instructors of public speaking and interpersonal communication skills need to be contacted to have the class attend program as a requirement or extra credit. Andy emphasizes the importance of networking and social skills in EVERY program. Students also get a chance to "critique" a professional speaker as a learning experience.

**50 FREE BOOKS!!!**

Be sure to include the offer of "FREE AUTOGRAPHED BOOKS" to the first 50 students in attendance on EVERY promotional announcement. This is a major selling point. Of course, if extra books are purchased, the first 100 students may apply.

### **Campus Bookstore Display**

Display one copy of my book in front of the bookstore for a week on a sign/easel that says “Author of *Life After College* to speak HERE ON CAMPUS on Wednesday, March 8 in Jones Auditorium at 1:00!!”

### **Student Activities/Programming Board**

Ask for cooperation of the Student Activities Office and Programming Board to include the announcement of this event with all others. This office typically controls all bulletin boards, display cases, signage, sidewalk chalk, calendars, etc., and can also be beneficial of marketing by “word-of-mouth.”

### **“Life After College” BANNER**

Andy can bring (or ship in advance) a 4-foot x 6-foot “*Life After College*” Banner to hang in a high-traffic area (such as the cafeteria) the day of the event. There is a blank space on the banner to add the exact time/location on 11x17 paper to be affixed to the banner.

### **“Life After College” POSTCARDS**

You can receive 100 “Life After College” postcards to distribute the day of event by hand, or distribute to key classes, or attendees at a preceding event. The back of the postcard is blank for you to print or add labels with exact time/event if you desire.

### **Corporate Sponsorships**

Approach companies/employers to help sponsor event, either with funds, or by offering giveaways to attendees. Try to get one GREAT prize donation to advertise to students!

### **Other Promotional Ideas Strongly Recommended**

- Have event announced at Student Government Association meetings.
- Place a flyer in each student organization mailbox to announce to their members.
- Distribute a flyer to each student visiting the career center prior to event.
- Offer special invites to local/college dignitaries or community leaders.
- Be sure to invite the Career Center Director, Student Activities Director, Greek Life Director, Athletics Director, and New Student Orientation Director for co-sponsorships, or to “preview” Andy’s program for a future campus event.
- And ANY other promotional ideas that has worked on your campus in the past!
- You are free to access ANY of Andy’s images from his website, such as photos of Andy or his book covers, to post on your website, include in a campus newspaper article, etc. If you need high res images of anything, please just ask!
- Schedule permitting, Andy LOVES to pop into key classes 1-2 hours before the event to give a 90-second “pitch” to attend. Bring along the athletic mascot, too!
- Of course, providing FREE FOOD and REFRESHMENTS never hurts, too!