

Marketing Chapter Events

Getting the Word out to Potential Attendees

Certainly you'll let your members and past attendees know about upcoming events via email, web posts, and updates to social media venues like Facebook and Twitter. But there are other ways to reach people interested in behavior analysis.

- Don't just post on your own **Facebook** page; spend some time searching for pages of like-minded organizations nearby and post an event description with a link.
- Purchase or rent **mailing lists** from similar organizations, and send flyers.
- **Think beyond your usual audience**; might your program content appeal to schoolteachers, direct-care staff, researchers/faculty in allied disciplines, for example?
- Swap advertisements (online, in newsletters, via email) with adjacent chapters or other nearby organizations.
- Take advantage of ABAI's reciprocal email program—send us a text email and we'll send it to all who indicated membership or interest on their ABAI membership forms (email mail@abainternational.org for more information).

Generating Press Coverage of Chapter Events

The proliferation of news outlets presents new opportunities for chapters to market their events, but that sheer volume can also be intimidating. Below are some ideas for getting the word out about your conference or other events or projects.

- Be sure that all event information on your website, Facebook page, etc. is **up to date** and very **easily located**. Dates, times, and locations should be front and center; don't make reporters and others hunt for information.
- Post easily accessible **fact sheets** about the chapter and about individual events on your website, where members of the news media and others can find them right away. You might include the following information:
 - Contact details
 - Mission statement
 - Board members
 - Event dates/location
 - Attendance projections
 - Target audience
 - Program details
- Tailor news releases to your audience.
- If your event is happening in a large city with a major metropolitan newspaper, it may seem difficult to get coverage; send a news release anyway, and **target the editor(s) most likely to be interested**—the education or science editor, perhaps. Remember, as well, that there are other sources to explore. Some of these may include the following:

- **College or university** newspapers, magazines, or public relations offices
- **Local or regional newspapers** (many large papers have regional divisions)