

# WAYS TO PROMOTE YOUR BIG EVENT

1. Promote a compelling prize you'll give away at your Big Event, like an iPad or drone. For the price of a page of ads, you'll see a big boost in yearbook sales and have more excitement at your Big Event.
2. Have staff members wear shirts promoting your event. Use phrases such as "Are you on the guest list?" or "Don't miss out."
3. Collaborate with Student Council, NHS, PTA and other clubs in the school that are featured in the yearbook. Have their members promote this event and your book.
4. Order a Big Event customized marketing item (or two or three!) to promote your Big Event. Try posters in the hallway and a flyer included in a mailing home to parents. Order at [walsworthyearbooks.com/bigevent](http://walsworthyearbooks.com/bigevent).
5. Place an article in the school and city/community newspapers.
6. Use your school announcements.
7. Create short, fun promotional videos.
8. Post on Facebook, Instagram, Twitter, TikTok, Snapchat and any other social media sites your staff uses. Have your staff post on their own pages too.
9. Send emails to parents and students.
10. Use your phone messaging system to send out an all-call.
11. Send text messages and Snapchats.
12. Promote a grand prize with a local celebrity guest and ask for students/teachers to pay \$1 to guess who the guest will be. Award the money collected to the person who guessed the right answer, and present the prize at the Big Event. Each month give another hint.
13. Give special backstage passes with lanyards to the first 100 students who purchase a yearbook. They're available to order at [walsworthyearbooks.com/bigevent](http://walsworthyearbooks.com/bigevent).
14. Distribute special backstage passes several weeks after the book was purchased but before sales are over. This will create new buzz when the backstage passes are distributed.
15. At least one week before yearbook sales end, promote your event with an "Are you on the list?" campaign.
  - Station a bouncer at the door to a school assembly holding a list of names so the student can check to make sure they're on the list for the signing party
  - Give event cards to the bouncer to hand out that tell students how to order a book and get on the list. Event cards are available in Customized Marketing.
  - For students who have purchased a book, hand out their event ticket. Order them at [walsworthyearbooks.com/bigevent](http://walsworthyearbooks.com/bigevent).



Photo by Selby Haney