

Dating, Relating, and Communicating (In a Title IX World) A Candid Conversation with America's Dating Doctor

Tips for Successful Program Marketing, Promotion and Creating an Audience

Whether you are planning a presentation for 100 people, 500 people, 1,000 people, or 5,000 people, we want your program to successfully reach the desired participants. David Coleman and Dating, Relating and Communicating is not a household name such as the Rolling Stones, Beyoncé, Jay Z, or Taylor Swift. Here are some time-tested tips that can help to create and deliver your desired audience.

_____ Timing **is** Everything 🕒

Marketing and promotion to your desired audience should begin at least 2 weeks in advance of the program.

_____ Identify your primary **Target** Audiences

New students, student leaders, student athletes, student workers, all students in the Speech & Communication, Marriage & Family, Human Sexuality programs, Residence Hall students, Fraternity/Sorority Life, Students campus wide regardless of their affiliation. Knowing this early on will help you to define who you want to reach and the best methods to reach them.

_____ To **Require** Attendance or Not Require Attendance (if that option exists)

Requiring attendance can dictate the difference between your desired turnout or leaving it up to chance. No matter whom the intended audience, "Required Attendance" or "strongly suggested" (with extra credit involved) may help get the desired people to the program. David has an incredible, innate ability to build instant rapport with almost any audience, even those who at first "had to be there."

_____ Involve **Other People** Because You Can't Do It Alone

Develop a list of other campus entities that will partner with you and support your efforts for a share in the successful outcome. Be specific about what you want them to do, and the expected level of their involvement. Have students implement social media campaigns, put up posters, share videos, hand out fliers, and place table tents in high traffic areas. QR codes can lead people to more information on-line. Hand out free tickets. Highly encourage faculty and staff to assign students to attend the presentations and to provide extra credit and or some type of recognition for doing so. Ask the upper administrators to endorse and encourage attendance. Recruit student volunteers to help you who believe in you and what you do. **David is one of the most honored and accomplished speakers in America and will not let your students, professors, or administrators down.**

_____ Choose **Multiple** Methods

Select a few methods to help spread the word about the presentation(s) on your campus. Remember, we have videos, posters, fliers and other resources that are free for you to download and distribute. See the suggested list on the reverse that we have provided. Remember, there is **NEVER** enough or too much!

_____ Sell **SIZZLE** not steak!

Most people will say, "Hey, go see the lecture on dating" or, "Don't forget to attend the sexual assault program tonight." Neither sounds very inviting. **Try this instead:** "Here is your chance to participate in a thought provoking, in-person, peer-to-peer interactive discussion about real-life student experiences addressing important social issues" or, "This matters to you and your friends" and, "You can get activity points and extra credit."

_____ Push the "**HOT**" buttons!

Dating, Relating and Communicating addresses important (hot) topics on campus. Many other departments have an interest in covering these important social areas as well. Help build a campus discussion addressing these important topics by enlisting the support of other interested people, departments, and offices. Remember, you can't do it alone and there is never enough support.

Over for more ➔

Tips, continued. . .

Build Enthusiasm! 😊

Share testimonials from other campuses (we will provide these to you). Tell the audience this program is really engaging. The content and interactive conversations mirror real college life. The presentation is fantastic! **No one is ever bored or ignored during a David Coleman presentation.** No one will know this unless you tell them! **He is one of the most inclusive speakers in America.**

Lead Them by the Hand!

The intended audience will not know how important participation in the presentation will be for both themselves, and the campus community. Not knowing David, they will not know the quality of the program unless you tell them. The more facts and testimonials that you share, the better.

Marketing Methods

- Posters; bulletin boards, bathroom stalls, food service, other high traffic locations.
- Fliers for campus mailboxes or to hand out at other events.
- Invitations to specific students and/or to faculty and staff asking them to encourage attendance.
- Some campuses give away free tickets with all the information printed on the ticket.
- Articles, photos, interviews in the campus newspaper and campus radio station.
- Host a date-night party.
- Social media (Facebook, Twitter, Instagram, etc.)
- Brief e-mail messages, e-fliers, videos sent to specific students.
- Campus wide proclamation from the campus President (I am not kidding).
- Invite faculty & staff to attend so they can understand where students are coming from.
- Table tents in the food service outlets, library, Recreation center, etc.
- Messages on websites.
- Blog about it. Have someone interview David before he arrives on campus. Air the interview.
- Add the program to Campus calendars.
- Put a message and/or a video on the TV monitors. David will make a 1-minute video about your program.
- Have David do a live on-line 15-minute preview.
- Put up catchy and creative banners in high traffic areas.
- Co-sponsor with other departments on campus and ask them to bring appropriate students.
- Give RA's credit for bringing their floor members to the program.
- Give team captains and club leaders credit for bringing their teams and members to the program.
- Offer door prizes or a special drawing for audience members. Offer a free one on one coaching meeting with David as part of a drawing for participants (to be scheduled at a later date).
- Give away free food including pizza, ice cream, cookies, etc.
- Put up a big sign on the campus mall (with prior approval, of course).
- Combine David's event with a theme related Make and Take.
- Combine the tabling program "The Dating Doctor Is In" with a club expo or student organization fair.
- Utilize David's program as a creative enhancement to student conduct improvement.
- Your idea: _____
- Your idea: _____
- Your idea: _____
- Your idea: _____

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September 2024

