

## **Promotion & Marketing**

### ***Target's wants and needs***

Our target group for this event is all students whose major is Recreation Parks and Tourism. Recreation Majors look for opportunities to gain knowledge about their particular field and having a Parks and Recreation Professional from a large city such as Richmond, will better help inform students about their future in this field. All Recreation Majors can benefit from a guest speaker that is of well status and well known in the Richmond area. With J.R. Pope's experience in this field, he will encourage, motivate, and explain all of the processes and important knowledge that he has gained being involved in Richmond Parks and Recreation to all of the Recreation Major students.

### ***Main challenge***

Our main challenge will be gathering all of the Recreation Major students to attend. We want every Recreation Major student to feel that they can learn something from our inspiring and knowledgeable guest speaker. Since the Professional Development program will be held in McGuffey 203 at 7pm on Wednesday December 3<sup>rd</sup>, we hope most students will not have any conflicts at that time and will be able to attend.

### ***Address the main challenge***

We plan to address this main challenge by promoting as much as we possibly can. We will market this program by having a mass e-mail sent out, speaking with classes about the event, creating a Facebook invitation, talking with professors in Parks and Rec about making it an opportunity to receive extra credit for classes, and distributing flyers.

***Objectives: Our marketing and promotion objective for this program is to make sure all Recreation students have been informed about this event and are interested in attending.***

Objective 1: Distributing informative and appealing flyers on campus

- Flyers were distributed in the Bonnie, Dalton hall, Waldron hall, the Harvey Center, The Recreation Therapy lab, and the Tourism lab

Objective 2: Publicizing our event on the TV's throughout campus

- Our event was announced Monday, December 1<sup>st</sup>-Wednesday December 3<sup>rd</sup>.

Objective 3: Speaking with classes and professors about this opportunity

- Students in Rec Workshop announced the event to their classes Monday December 1<sup>st</sup>-Wednesday, December 3<sup>rd</sup>.

Objective 4: Creating a Facebook invitation inviting all Parks and Rec students

- The invitation was sent out on Thursday, November 20<sup>th</sup>

Objective 5: Sent out a mass e-mail to all Recreation Majors

- A mass e-mail was sent to the entire Rec department on Monday, Decemeber 1<sup>st</sup>
- A reminder mass e-mail was sent on Wednesday December 3<sup>rd</sup>

### ***Strategies***

-Create flyers and distribute them in places where most Rec students visit (objective is to inform as many Rec students as possible about the event)

-Publicizing our event on on-campus TVs (objective is for students who have yet to see the flyers will notice it another way)

-Informing Professors and visiting classes about this event (objective is to speak with people one on one about the program to make sure they understand what is going on)

- Creating a Facebook invitation (objective is another way of publicizing the event and getting a general idea of how many people are attending or not attending this event)
- Sending out a mass e-mail (objective is to remind everybody of the program that night)
- Having a guest speaker (objective is to have students gain a better understanding and knowledge of the field)

***Flyers will inform people that:***

On Wednesday, December 3<sup>rd</sup> at 7pm in McGuffey room 203, J.R. Pope (director of Richmond city Parks and Recreation) will be coming to speak with our department to share his experiences and answer any questions students may have about the field.

Refreshments will be served along with possible extra credit in rec classes.

***See appendix A for flyer***

***See appendix B for facebook invite***