

# PM101: Promote Your Programs and Events

## Overview (DRAFT)

**Note:** This is an optional one week learning event.

This learning event explores basic concepts to promote recreation. Discover practical ways you can capture interest, educate about the benefits of recreation, and motivate people to participate.

*PM101 - Promote Your Programs and Events was designed and prepared by Brenda Herchmer. Changes to content and materials require consultation with Brenda Herchmer. Development was funded by the Arctic Inspiration Prize.*

### Week 1 Activities:

1. Begin by reviewing the PM101-Presentation to prepare for the conference call.
2. Review the tasks described in the RLA#1 below. Complete this activity before the conference call. You'll be invited to share your reflections about this activity during the call.

### Required Learning Activity #1

**Due: Complete before the conference call.**

1. Download the handout – Examples of Promotional Tools. Take time to explore the different examples. Think about the way in which each example highlights the benefits and features of a program or event.
2. Choose an example (from the handout or one of your own). Share what you see as the benefits and the features your chosen example promotes. If you are sharing your own example, upload a copy to the discussion forum. Ask for help from your trainer if you're not sure how to do this.

### Required Learning Activity #2

**Due: ??**

1. Download the 2<sup>nd</sup> handout – the Promotion Workbook. You can use it as a guide to help you design your own promotional tool. You'll find a list of ideas for different types of promotional tools in the Workbook.
2. Select a program or event and use what you have learned to develop a promotion.

- A. Create a new document or edit the Workbook to document the information you gather to develop your promotional tool.  
OR
  - B. Do a “makeover” – choose a promotional tool you designed previously. Show the current version and then use what you have learned to improve your tool. Share the “before” and “after” versions of your promotional tool.
3. When you’ve finished, save your document and submit a copy by posting it to the discussion forum or submitting it directly to your trainer.

**References:**

Sinek, Simon (2009, September) *How great leaders inspire action* [Video file]. TEDxPuget Sound, Retrieved from [http://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)