PROMOTION IDEAS
Student Event Advising Office
Memorial Union Room 206 I sea@etal.uri.edu

TRADITIONAL
- Flyers
- Quarter sheets
- Sidewalk chalk
- Posters/Banners
- Table tents
- Social Media (Facebook, Twitter, Instagram)

PERFORMANCES
- Commercials
- Skits
- Flash Mobs

OUTSIDE THE BOX
- Dorm storms
- Balloons
- Labels on coffee sleeves
- Food with labels
- Novelty items
- Mini-Events for giveaway prizes
- Chalkboards
- Pillowcases
- Bathroom stalls
- Toilet paper

URI MARKETING OUTLETS
- URI Events Calendar: events.uri.edu
- Good 5 Cent Cigar
- WRIU
- Memorial Union Digital Wall
- Residence Halls/Campus Recreation TV’s
- Public Relations Society press release

Tips for Successful Promotion
- Campus wide communication for marketing
  - Hall Directors (i.e. dorm storms, flyers, bulletin boards)
  - Memorial Union staff (i.e. flyers, bulletin boards, creative displays, chalkboards, balloons, table tents, sidewalk chalk, quarter sheets)
  - Dining services (i.e. coffee sleeves, novelty items, table tents, skits, quarter sheets)
  - Other clubs (i.e. co-sponsorship with flyers and budget, awareness of responsibilities)
- Keep an open mind
  - Don’t rule out someone’s idea
  - Welcome new ideas
  - Don’t be afraid to get input and try new things

Learn and grow from a failed experience!