## MEETING PROMOTION AND PUBLICITY CHECKLIST

	Review previous years' promotional budgets.		Solicit a minimum of three competitive bids for all printing, checking samples of paper stock, samples of work for other meetings, references, and explanation of other services each firm can provide. Select printer(s), taking into account whether need
	Determine objectives and scope of program.		
	Determine audience(s): membership, potential		
exh	exhibitors, an industry or trade, general public.		
	Develop theme and corresponding graphics. Considerations should include purposes of individual pieces: who will receive them, one to be conveyed, how they will be produced, how many colors will be needed, what layout is required at each stage (from rough to omprehensive), and how much is budgeted for them.		is for "quick" or commercial quality, demonstrated ability of a single printer to handle all needs, availability of necessary equipment for jobs, and ability to meet deadlines.
			Agree with printer on schedule into which extra time is built, and monitor deadlines for rough layout, submission of copy, preliminary approval, completed layout, final approval of blueline, and
	Develop a schedule for the campaign.		
	Set promotional budget based on characteristics of membership, features of the venue,	_	delivery of job.
	time of year, strength of program, and costs		Promote at previous year's meeting.
	Develop promotional materials according to tested criteria: short and forceful sentences, convincing explanation of benefits to attendees, clear emphasis	Ц	Release promotional pieces, press releases, and related materials in accordance with schedule, with news releases preceding membership promotional mailings.
C			
			Target local, national, international media as appropriate by type: trade papers, newspapers and periodicals of general interest, radio and television
	Plan for all campaign items to carry theme forward, taking into account costs of special effects like embossing or die-cutting; quality, grade, weight and finish of paper; number of ink colors used; time		tailored to market.
			Control promotional costs through the following measures:
	for production; and		<ul> <li>Obtain firm written bids for services.</li> </ul>
	quantity required:		• Provide clean, competently proofread copy to
	<ul> <li>Pre-meeting letters and announcements</li> </ul>		printers.
	<ul> <li>Preliminary programs</li> </ul>		<ul> <li>Use standard paper sizes when possible.</li> </ul>
	<ul> <li>Registration and housing forms</li> </ul>		<ul> <li>Use same paper stock for many pieces.</li> </ul>
	<ul> <li>Promotional pieces for both exhibitors and</li> </ul>		<ul> <li>Piggyback print items using same color.</li> </ul>
	attendees		<ul> <li>Use standard PMS ink colors.</li> </ul>
	• Invitations		• Reuse graphics.
	<ul> <li>Follow-up mailings</li> </ul>		<ul> <li>Avoid unnecessary special effects.</li> </ul>
	<ul> <li>Final agendas/program books</li> </ul>		Avoid perforations in favor of dotted-line
	Badge inserts		cutting guides.
	• Tickets		Coordinate printing times.
	<ul> <li>On-site registration materials</li> </ul>		• Set and enforce firm policy on overtime.
	• Signage		<ul> <li>Minimize number of copy changes.</li> </ul>

• Newsletters

• Lists of registered attendees

Reprinted from the Professional Convention Management Association's (PCMA) "Living Checklist" series. To access additional "Living Checklists," visit the PCMA website at pcma.org.