

## MARKETING AND RECRUITING

The starting point for promoting your workshop and recruiting an audience is the development of an informational flier. In deciding what to include, always follow the “who, what, when, where and why” criteria. Ask someone to read the flier and follow the registration procedures. This will allow for troubleshooting any problems so that they can be avoided. The fliers should be mailed at least six weeks in advance of the workshop date. The fliers should be direct mailed to central office personnel and school principals in nearby districts. In addition, teachers who have participated in other workshops you've conducted should be invited. The state and local teacher professional organizations are always looking for items for their newsletters and are usually happy to provide mailing labels.

### **SOME OF THE ITEMS THAT A FLIER SHOULD INCLUDE ARE:**

- Title of the workshop
- Targeted audience for the workshop
- Date, location, times for the workshop
- Registration deadline
- Names of the instructors
- Description of *Virtual Economics*
- Why attend list (no registration fee, continuing education credits, reimbursement for substitute teacher, lunch or dinner provided, as appropriate)
- Name of your organization
- Names of workshop funders (CEE and any other external funders)
- Registration form that asks for a participant's
  - name
  - school name and address
  - e-mail address
  - telephone number
  - fax number
  - grade level and/or subjects taught
- Information on where to send the application form
- Information related to lodging arrangements, if needed

After teachers have registered, be sure to send confirmation notices in a timely fashion.

*The Center for Economic Education at This University,  
in collaboration with the Council for Economic  
Education and State Farm, present*

# VIRTUAL**economics**<sup>®</sup>

A WORKSHOP FOR K-12 ECONOMICS, PERSONAL  
FINANCE, SOCIAL STUDIES, MATHEMATICS AND  
FAMILY AND CONSUMER SCIENCES TEACHERS

Monday, October 1, 2011  
8 a.m. – 3 p.m.  
This Building, Room 212

### **Reasons to Attend**

- Free Copy of Virtual Economics CD
- Lessons That Teach Your State Standards
- Certificate Renewal Credits Available
  - No Registration Fee

### **For More Information or to Register, Contact**

Jane Doe  
(111) 111-1111  
(222) 222-2222  
janedoe@gmail.com

Space is Limited--Enroll Today! Registration Due by **September 14, 2011**

Name: \_\_\_\_\_

School: \_\_\_\_\_

Address: \_\_\_\_\_

School Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Grade Level and/or Subjects Taught: \_\_\_\_\_

Signature of Principal/Designee: \_\_\_\_\_