## MARKETING AND EXPOSURE

*So what’s the point in holding events if nobody knows about them right?*

*This year the Union want to push Clubs and Societies to hold as many events as possible but also promote them as much as we can. We have created a new website that we will be rolling out in the first couple of weeks that will prove hugely beneficial to Clubs and Societies when promoting events. But why stop there? Here are a few tips to help people know who you are and what’s going on!*

**MEMBERSHIP**

* The biggest part of any Club or Society is the members.
* Members are Key for event participation which is why even before Clubs and Socs Fairs Day Clubs and Societies should be starting to recruit potential members.
* Creating Club/Soc T-shirts promoting Fairs Day during Orientation and Fresher’s week is a great selling point and particularly involves first years in the college from the get go.

**WHO ARE YOU?**

* How are you going to get members if you don’t know what you stand for?
* Come up with a few short snappy sentences that explain to members what your Club or Society does.
* Potential members will approach you on Fair’s Day and quiz you about what you do so always be prepared!
* Do you and your committee have a strong vision for the year ahead? Can you translate this to potential members?? Prioritise what you want to achieve out of the year and be able to sell yourselves.

**WHAT TO ACHIEVE?**

* What do you want to achieve in the year? What do you want to look back at at the end of the year and say: ‘yes we did that!’
* Do you want to increase your membership? Sell more tickets to events? Hold bigger events? Win the league? Win an award? Collaborate with other Clubs and Societies? etc etc. the list is endless. Once your objectives are in place you can begin to achieve them.

**HOW TO MARKET?**

Channels to consider:

* **Online**: Website, Facebook, Twitter, Apps, Tumbler, YouTube, Emails, News Letters etc.
* **Print:** Posters, Flyers T-shirts Banners, Publications, Notice Boards etc.
* **College Media:** The Print, MSU Website, MSU Facebook, Clubs & Socs Facebook, radio etc.

**PEOPLE TO KNOW**

* Vice President of Clubs, Societies and Student Engagement (Lorna)
* Mary Mac Court and Mary Banahan in the office
* Bar Staff (Conor and Declan) )
* Marketing Coordinator (TBC)
* Events coordinator (Colin Maher)