

4 Steps to Promoting Your Ambassador Presentation



Hang Fliers at Local Meeting Points

We've done the hard work by creating three handy templates to make it easy for you to create your own, customized fliers for your Ambassador Presentation! Just head over to <http://bit.ly/19AmbResources> and click on "Presentation Fliers" to download the document.

Open it, and plug in your presentation particulars in the blank areas (time, date, location). Then print off some fliers at home, your local library or print shop, and take them around to trafficked areas and businesses in your town. Look for bulletin boards, or ask to hang your poster in shop window if they're located on a main pedestrian thoroughfare. Here are some ideas:

- Libraries
- Book Shops
- Grocery Stores
- Coffee Shops
- Restaurants & Boutiques
- Town Hall Bulletin Boards
- Local Senior or Community Center
- Farmer's Markets
- Community Bulletin Board



Share on Facebook

Adults of 50 love Facebook. They share almost 20% more than any other demographic, and they spend 27 hours per week online (two hours more than users between the ages of 16 and 34)! So take advantage of those statistics by sharing your event on Facebook.

You can share your event details in a regular post, but the most effective way to spread the word about your presentation is to create a Facebook Event.

To create a private or public Facebook event on your computer:

- From your News Feed, click Events in the left menu.
- Click + Create Event on the left side.
- Click to choose between a private or public event. If you're creating a public event, you can set the event's host as yourself or a page you manage. You're not able to change the privacy settings once you've created the event.
- Fill in the event name, details, location and time.
- Click Create. You'll be taken to your event where you can invite guests, upload photos, add a cover photo or video, share posts and edit event details.

- Be sure to use an image for your event to ensure its success on Facebook. You can find photos to use for the event image at <http://bit.ly/19AmbPress>.
- Once people on Facebook start to RSVP to your event, you can share even more info with them through the event page by sending them messages or posting on the event message board. Introduce yourself, communicate parking instructions and post teasers about what you'll cover in the meeting to get them excited for the event!

See more Facebook advertising tips at: <http://bit.ly/19AmbResources>

3. Share with Your Host

Once you've created your fliers and Facebook events, you can share both of those with the organizer at your event location. If you're delivering your presentation at your local library, ask your host to share the event on their Facebook page, send them a flier PDF to print off and display at the library or ask them to mention your event on their online calendar and/or in their regular newsletter.

4. Add It to Your Community Calendars

Your host location may have a calendar where they can post your event, but there are other community calendars out there. Call up your local newspaper or news stations to see if they have print, online or social media calendars, and check with your chamber of commerce. These calendar listings are usually free, and if you include our press release template when reaching out to the news media, you may get you even more free press!