

Publicity Tips and Tricks

from CADA Conference 2007

- Kids in StuCo in charge of decorating 2 classrooms each
- Tape flyers upsides down
- Add a word a day
- Colors work - opposites ... but 2 colors are enough
- Size matters
- It's where you tape them that counts
- Clouds on class ceilings; stars
- Tape to back of desks
- Mix white *wi* colors of temptra
- Glitter sign *wi* glue stick
- Sponge rollers
- Laminate stencils
- Pointing hand (fingers)
- Roman "crown" with dance info to pass on to others
- Lei *wi* "flower" detailing information about event
- Curley cue hanging from ceiling with info
- Follow the dots
- This is the spot
- Take photos of kids and put their pics on flyers
- Clock posters .. .It's time to ...
- Chalk outline of student in quad ... Gotcha' ... don't forget to ...
- Ping pong ball drop - The sky's the limit - turn in for "stuff"
- Computer classes - make flyers and win free tickets to dance, use all posters for free advertising
- Screen savers advertising events
- Folded paper ... DO NOT OPEN THIS FLAP
- Locker stuff - put name on and return for prizes, homework pass, early to lunch ...
- Parking lot
- Labels on soda/water ...
- Write a note and pass out at specific time. Get teachers to intercept but it is a note about the event
- 8 ft. sign floating on helium balloons
- Ask me shirts, pins, helium balloons
- Pennants on clothes line
- PVC sign board
- Wear calendar and circle the date
- Wear sandwich board advertising
- Pop ups on computer
- Sticks in grass of quad
- Ad tricks on posters – FREE in big letters...now that I have your attention MAYBE you should wear class colors on Friday