

PACK YOUR EVENTS

5 TIPS PROVEN TO BOOST ATTENDANCE BY 25% OR MORE!



CAN HELP



Want a second opinion? Give us a call and we'll help you evaluate your promo strategy.

We'll build a custom grooveboston.com mini-site for your event where students can get info and request songs!

We can design custom branding for all of your print materials and ship right to your door. Door hangers rule!

Need VIP passes? We'll make 'em. Super-nice plastic ones with lanyards that would get you backstage at even the most secure concert.

There's no better place to showcase as a student artist than a venue that's packed with crazy sound and lights. Mobile Club anyone?

1 STICK WITH IT

You know your campus — whatever you're already doing to promote your events is probably a good start. Take a second put yourself in the shoes of the average student. Are they *really* reading the flyers around campus? Visiting the school web site? **Identify the promotion method that works best for you and spend twice the amount of time on it.** Get rid of one method that isn't so great.

2 GET NERDY

Facebook and other social networking tools are great for getting the word out. Be sure to make groups, post ads, and send those messages. The key is to **have it all lead somewhere.** Whether it's a Facebook event, Evite, or a separate web page, always provide a link where students can find more event info.

3 HIT 'EM AT HOME

Instead of just flying around campus, post info on all the housing doors you possibly can — dorm rooms, suites, off-campus apartments. No party-hungry student will miss a message delivered **ten feet from where they sleep.**

TIP: Print doorknob hangers instead of flyers to make this a piece of cake.

4 ROLL VIP

Everybody loves special treatment. Create a "VIP experience" for a select group of students at your event. This could mean special access to an exclusive area, free swag, or (wait for it...) nothing at all! **Just the chance to wear a VIP pass can be enough for students to talk up your event on campus.**

BONUS: Use VIP passes as prizes for a campus contest or raffle them off at the ticket booth.

5 MAKE FRIENDS

Tap into social networks that already exist. Have a popular band, dance, or other performance group on campus? Offer them up an opportunity to showcase their latest stuff. Their name will help draw student fans, and they'll be **pumped to help you promote** — even if their performance is just a few minutes long.

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