

“Embody the Rhythm” Marketing Checklist:

- \_\_\_ Create a Facebook group for the event.
- \_\_\_ Have campus coordinator review marketing letter prior to mailing.
- \_\_\_ Send out marketing letter to dance groups and confirm 9-10 acts.
- \_\_\_ Meet with school newspapers to discuss potential coverage of CEE event.
- \_\_\_ Contact professors, department heads and student organizations who will advertise to students. Do ASAP.
- \_\_\_ Determine flyer specifics: design, color or black/white, quantity, cost, printing location.
- \_\_\_ Post flyers in areas such as student dorms and popular campus locations upon permission.
- \_\_\_ Brainstorm other marketing ideas with Campus Coordinator.