

## Tips For Marketing Seminars

Educational seminars on long-term care can be an effective way to gain exposure and generate leads in a community. Here are some tips on developing and marketing seminars.

- Know your target market. If you are trying to reach baby boomers, schedule the program during non-working hours such as the evening or weekend. If your prospects go to Florida to avoid the cold weather, schedule the program during the Spring or Summer.
- Find a location that is comfortable and recognized by your market. Restaurants, community centers, libraries and schools provide prime locations for seminars and are excellent resources for additional publicity. While nursing homes and senior centers do not make the best seminar sites, don't count them out for helping to publicize an event.
- Find a civic group or professional association to sponsor your program. Such a group can provide a ready-made audience base and be invaluable with publicity.
- Focus on Information and Education – Not Sales. A primary objective of the seminar is to get yourself recognized as a credible professional and long-term care expert in the community. To achieve this, it is important to keep the seminar informational and educational. You will get more interest and more people attending if you guarantee up front that no sales or solicitations will occur at the seminar. You can always give the audience the option to follow up with you directly through the program evaluation form.
- Schedule the program at least 8 weeks in advance. *Publicity takes time.*
- Require people to register for the program. Registration will enhance the importance of the seminar and gives an accurate headcount for providing sufficient space and materials. It is also important to have a way to contact registrants in case you need to cancel or reschedule the program.
- Follow up within two weeks. For those who indicate an interest in having you follow up with them, be sure you are prepared to do so in a timely fashion. If you cannot reach everyone who is interested within two weeks from the seminar, you might consider limiting the number of registrations to keep it more manageable.