



What is **MARKETING**?

Taking the steps necessary to successfully release information about a certain idea, product, person, etc.



Marketing Basics:

- Planning
- Raising Awareness
- Implementation
- Spreading the word to help promotion, production, and advertisement ideas.

What you need to do:

- Brainstorm all ideas that will help create the best event
- Logistics
- Take into consideration of all factors that may affect the situation and event
- Paperwork
 - Event Request Forms
 - Medical Release Forms
 - Code of Conduct
- Communication

Promotion:

- Take advantage of all mediums
- Business Mediums – E-mail, Google Reflectors, etc.
- Social Mediums – Tumblr, Instagram, Facebook, etc.
- Keep your message “to the point”
- Information is accurate and set
- BEE professional and creative
- Keep people in the loop constantly!
- Idea, product, message, etc.



Proper Language

- Avoid using slang terms and profanity
- Be mindful of the word choice you use
- Connotation
- Proper grammar & spelling
- Take advantage of that red underline below a word!
- Think before you say (act)!
- Know the audience you are speaking to
- Deviates away from giving incorrect information

Good Behavior

- Make yourself presentable to all who you communicate with
- Respect those around you: Adults / Chaperones / Kiwanians
- Key Club members
- Attendance

Appropriate Attire

- What you wear must comply with the specified dress code
Consequences may follow if not followed
- Dressing well DOES MAKE a difference!
- As leaders, it is acceptable to dress one level above what everyone else is wearing

