



Marketing your Master Calendar

Making Master Calendar your organization's "go to" source for meeting and event information

To firmly establish Master Calendar as the primary source for meeting and event information at your organization, try using multiple announcement formats. Some of the methods that have proven successful include:

- **Campus or company newsletter** - Brief, recurring reminders in your publications, especially if they include a logo or other visual representation of the calendar, will help develop a lasting awareness.
- **Local newspaper** - If people outside your organization have an interest in what's taking place within it, you want to be sure that they know where to get the information they need. This helps them but also cuts down on inquiries that your staff has to handle.
- **Inserts in new employee/student orientation materials** - People who are new to an organization are typically eager to get the "lay of the land." They will appreciate a source of meeting and event information that is accurate and easily accessible.
- **Banner ads and links from other organization websites** - Links from other sites increase both your calendar's accessibility and, in some ways, its legitimacy.
- **Flyers and informational handouts** - Nothing gets your attention like a brightly colored sheet of paper with a catchy slogan and clear, concise information.
- **Direct outreach to known "early adopters"** - Establishing a relationship with these individuals can help your cause in a couple ways. First, they can be a great source of feedback on how you might improve/optimize your Master Calendar implementation. Second, when they are pleased with a product or service, they can exert very positive influence in the user community.
- **Discussion at staff meetings** - Your staff should know about how Master Calendar can meet their meeting/event information needs, and they can also be a great resource for non-staff members wanting to know more about the Master Calendar system.
- **Emails and text messages with links to the system** - Make it easy for people to get to your Master Calendar and they are more likely to visit. It doesn't get much easier than one click!
- **Bulletins, posters, or digital signage announcements** - As excited as people might get about a new system, it's easy for that awareness to be pushed aside by other concerns. Frequent reminders about the Master Calendar will help people make a habit of visiting it.
- **Promotional giveaways at events** - Nothing generates awareness like a little excitement, and nothing generates excitement like the chance to win something... even just a little something.
- **Blog entries** - More and more, people turn to blogs to get the "scoop" on things, especially technology.

How you promote Master Calendar at your facility can make a big difference in how quickly and thoroughly it is adopted by your user community. With a little planning and effort, Master Calendar can be your organization's "go to" source for meeting and event information.

**Call us today at 800.440.3994
or visit us online at www.dea.com**