

27. Promoting your Club

There are several ways to promote your Club and the events that your Club runs. These can generally be broken up into on-campus and online promotion. Don't forget to include the Arc Clubs logo on all of your promotional material because you will need to provide this to Arc when applying for an Activity Grant (see Clubs Handbook Section 27 for details).

Promoting your Club – On Campus

Promoting on campus is a great way to encourage students to attend your events. You can promote actively or passively as outlined below.

Chalking

- It is best to keep chalking promotions simple and include some way for people to find out more information such as a website URL.
- **The only places you can chalk on campus are on bitumen roads in open spaces (i.e. not under cover). This means you cannot chalk on tiles, pavers or sandstone on walkways or stairs. Your Club's affiliation may be suspended if you do not follow these rules.**
- The best areas to chalk are areas with heavy foot traffic such as near Roundhouse or near the Material and Science Engineering building and Law building.
- You can also try writing on the chalkboards and whiteboard in tutorial and lecture rooms before classes start. Make sure to keep your advertising small and at the very top or bottom of the board so it is more likely to stay there all day.

Outdoor Posters

- Make sure you include all relevant information on your posters - Club/event name, what the Club/event is for, any costs involved, locations, and how to get in contact for more information (e.g. your Club's website, Facebook page or Club email).
- **You are only allowed to poster on designated poster boards**
- You can use glue (recommended) or sticky tape to put up posters. Do not use staples.
- **You are only allowed to cover up to one third of each poster board, and your posters should be grouped together in a block.**

- Do not poster over any Arc or UNSW posters and it is courteous to try not to cover other Club posters.
- Due to high levels of posterering, posters generally only stay up for less than two (2) days, so make sure you poster regularly (mornings are usually best).

Indoor Posters

- There are some buildings which have indoor public poster boards such as the Law Building.
- Use thumbtacks, map pins or sticky tape to put up posters.
- Make sure you only take up a reasonable amount of space.
- Do not poster over any Arc or UNSW posters and try not to cover over other Club posters.

Active Promotions

O-Week

- One of the best ways to attract new members to your Club is to have a stall at O-Week. Applications generally open in October; make sure you're regularly reading the Arc Clubs Newsletter for details on how to apply.
- During O-Week, make sure you have people at your stall that can tell students about your Club and help them to sign up.
- It's also good to have activities, flyers, free stuff or food to entice people to your stall, however there may be restrictions on what you can have at your stall (more details about this are released in the lead-up to O-Week).
- Think about what would make you approach a stall.

One-on-one

- Another effective way of promoting is to talk to people. Tell them who you are and all the details of your Club/event.
- Don't overwhelm people. If they don't want to talk to you, don't harass them. There are plenty of other students to approach.
- If you're approaching people, make sure you don't outnumber them. We also recommend not having more than two Club members approaching a group.

- It's always good to give people a flyer/postcard/business card with details on it once you've finished talking to them so that they remember what you've told them and know where to find more information.
- The best times for one-on-one promotions are in the morning/afternoon as people are arriving at or leaving university, and at lunch time around the quad and the library lawn.

Flyers

- Handing out flyers, postcards or business cards to people gives them all the information about your event. Alternatively, you can leave these materials at locations that you know will be frequented by students that would be interested in your Club/event.
- Not as effective as one-on-one promotions, but you may be able to reach a larger number of people.

Lecture Promotions

- Just before or after a lecture, or during a break.
- Ask the lecturer's permission, unless it's before the lecture and they haven't yet arrived.
- Keep it short; most people aren't going to remember what you're talking about.
- Give the most relevant information – what and when it is – then give them a way to find out more information.
- Might be a good idea to leave flyers near the door so people can collect them on their way out if they're interested.
- Best to talk to classes that you're in – get your Club members involved to talk to a wider range of classes.

Sales Desks

- If you're trying to sell tickets to an event, you might want to book an outdoor space and a table to sell tickets. See Clubs Handbook Section 23 for details on how to book an outdoor space.
- Make sure you take a cash box, tickets, and signs with you.
- You can also sell tickets to events through an online platform such as Eventbrite (see Clubs Handbook Section 27 for this).

Other Clubs/Residences

- If your Club members are also members of other Clubs or Residences, encourage them to talk to them about your events.

Promoting your Club – Online

Online promotions are the most effective way to promote to an off-campus audience and attract students who are on campus less often.

Blitz 'What's On'

Clubs and societies can submit their events to be included on Blitz's weekly "What's On" posts, which will be displayed on the Blitz website. You can find the form to apply for this [here](#). Please note that not all Club events will be featured on the website, as this depends on availability and demand of posts at the time, and that application forms should be submitted well in advance to ensure that there is time for them to be processed before the event.

Arc Website listing for Club events

Clubs have the opportunity to feature big upcoming news on the Arc Clubs Website.

- Clubs should send through details about the event (date, time, location, link to the Facebook event) via email to clubs@arc.unsw.edu.au
- The event listing request should be submitted at least 2 weeks before the event.

Please note that not all Club events may be featured on the website, as this depends on availability and demand at the time, and that Clubs should get their event request in before the deadline above to ensure better chances of having their event posted.

Social Media

- Make a Facebook event, invite all your Club members and ask them to invite their friends.
- You may also like to include a link to another online platform where students can buy tickets.
- Keep reminders to a minimum. A few well timed ones are more effective than spamming.

Emails and Arc Clubs Newsletters

- Send out an email to all of your Club members with details of your event.
- You may also like to include a link to another online platform where students can buy tickets.
- Keep reminder emails to a minimum! A few well timed ones are more effective than spamming.
- To have your event advertised in the weekly Arc Clubs Newsletters, please send through details about the event (date, time, location, link to the Facebook event) via email to clubs@arc.unsw.edu.au at least 2 weeks before the event

Paid advertising

- If you're having a big event you might want to pay to have your event advertised through Facebook or Google ads.
- This is probably not cost effective for small events.

FAQs

Where are we allowed to chalk on campus?

The only places you can chalk on campus are concrete floors in open spaces (i.e. not under cover). This means you can't chalk on the tiles on the main walkway or chalk on stairs. Your Club's affiliation may be suspended if you do not follow these rules.

Can we promote our Club or Club events through posters or flyers at Arc?

We have a limited amount of space available in the Arc Clubs space that Clubs can use to promote their events. Bring your flyers to the front desk and we'll see if we have any space for you.

Where can we pin/tape posters on campus?

Outdoors, you can only poster on designated poster boards (see Related Documents). There are some buildings which have indoor public poster boards that you can use as well, but we recommend checking with the main office in the building before adding your poster. See earlier in this section for poster rules.

Can Arc put our Club or Club events in the email newsletter, or on the Arc website or Facebook page?

Email the Clubs team with details of your Club and/or event, and we'll see where we have room to help get the word out. The earlier you contact us, the better your chances.

What's the submission deadline to have my Club's event featured in Blitz?

Submit your event through the form by Tuesday of the week before your event.

Related Documents

Forms & Files (www.arc.unsw.edu.au/clubforms)

UNSW Kensington Campus Outdoor Postering Map

Poster Glue Instructions

Help!

Visit Us

Drop in and talk to us. The Clubs Space is located on Level 2, Basser College, just off the Basser steps past the Quadrangle.

Call Us

Call us at 9385 9840

Email Us

clubs@arc.unsw.edu.au

Office Hours

During Term: 8:30am-6pm Mon-Fri

Outside Term: 9am-5pm Mon-Fri (access to the Clubs Space by appointment only)