

If You Build It, They Will Come (but only if you market it!)

FLYER / POSTER DESIGN TIPS

Don't use too many fonts

Don't get too excited by the number of fonts available. Using more than 2 or 3 different fonts in one document can make it look disjointed. You might consider choosing one fancy or flashy font for the header, or the most important elements on a page, and then choose a more sedate font for the majority of your page, descriptions, and slightly longer paragraphs. **Remember: Good design doesn't have to be complicated.**

Try not to include too much text in long paragraphs

People tend to get bored and skip sections that are too long. If you have to include a long paragraph, try to break it up with pictures, paragraph breaks, or bullet points so it does not seem as long.

Lay out your page for impact

A well laid out page can make all the difference when it comes to attracting attention, and getting your message across with maximum impact.

Establish a center of attention

Decide which idea (text) or image is most important on the page and make it the single most dominant visual element by playing up its size, position, or density.

Organize your page with boxes and borders

You can include several different levels of information on a single page by enclosing separate material in a box or border. E.g., use a side bar element to include all the logos and names of your partner organizations / sponsors; put the Speaker information within a box for easy identification; etc.

Use photographs to tell your story

You can scan your own prints, use images from a digital camera, or download free photographs from the Internet. If you prefer to use a simple black/white illustration, clip art collections are also available at no charge online.

Paper size, orientation, quality and colour

Even a standard 8.5x11 sheet of paper can have a greater impact when you turn it from portrait to landscape. Why take a first-rate design and then print it on second-rate paper stock? You can print in black and white on a rich-looking paper and obtain a quality effect. Also, if your organization wants to stick with a certain colour for your announcements, this will aid in recognition by your audience.

Digital format (file type = Word.doc)

Your flyers (English and French versions) should be prepared in **MS Word**, and saved as a ".doc" file, then, once approved by Jo Ann Jones and Kelly Howarth, it will be distributed to other Telehealth coordinators, so they can personalize it, and use it to promote the session within their own regions.

ESSENTIAL ELEMENTS TO INCORPORATE

Here are some elements you should use in order to make up a really great flyer (poster, press release, or article...)

The first element to making a great flyer is that it should have **a short, catch phrase** that gets people to look twice. This catch phrase should also be enlarged, bolded, underlined, or any other technique to grab the passerby's attention.

Once they are pulled in by the catch phrase, give them all the relevant information they need, by using **as little words as possible**. If people see the next line is too wordy, they'll continue on walking (or toss the paper in the recycling bin).

And, of course – remember to define your product clearly and concisely – as near as possible to the beginning of the flyer, e.g.: **Participation in Telehealth will make you and members of your community healthier and better informed ... It is FREE and presented in English. Sign up now as seating is limited!**

Make sure to let your audience know **they can ask the speaker questions during the session**.

Bilingual announcements – Flyers must be prepared in bilingual format – one side for English and the other French. This will eliminate the political issues encountered when trying to distribute in CLSC's, hospitals and other French or bilingual areas. However, it must be plainly noted on both the English and French versions of the flyer that the presentations are held **"IN ENGLISH ONLY."** You will be provided with bilingual session and biographical information well in advance of the program date.

Personal interest advantage (for use with press releases or articles) – If possible, tie your promotional pitch, article or press release, into current events or human interest related to the topic. It has a better chance of being published (e.g., if you are hosting a session on addictive behaviours in youth, then quoting a recent statistic or news article on teenage gambling will gain you both credibility and interest, as your community is already sensitized).

Next make sure you include the **date, time and place of the event**. What works best is if you bullet these items so as to create an easy way to find out when and where to go.

It also helps to add a **compelling picture**. Pictures can say a lot in just a little space and they make the flyer more visually pleasing.

What is extremely important and often forgotten is **contact information** where people can go to find out more info, or sign up.

Also extremely important is to make sure that people can **identify who put out the flyer**. Have your group's name on the bottom, and if the group is an acronym, spell it out so that newcomers know who is inviting them. Make sure to include your partners (you can and should use their logos).

Proofread it to make sure all content is correct and that the flier is visually pleasing. Then ask someone else to **proofread it again!** Finally, place it up, and **walk 15 feet away. Can you read the catch phrase?** Does it look too wordy?

PROMOTION

Promotion is generally defined as the specific mix of advertising, personal selling, sales promotion, and public relations a company uses to pursue its advertising and marketing objectives.

From our questionnaire, we can see that our coordinators are already promoting via a variety of avenues, including: community partners, direct mail, web pages, posters, event listings, reviews, radio, word of mouth, press releases ... and so on.

Probably the most important one of these is "**W-O-M**" – **Word-of-Mouth Advertising**

Many of our coordinators indicated they made personal phone calls. Use these calls to educate your community members, especially elders, about how Telehealth works, what variety of uses it has, and how it can affect/improve patient care.

It's well known that a **word-of-mouth referral is the most-powerful** form of advertising. **So why not ask for one?** It could be as simple as putting this line of copy at the bottom of your ad flyer: "**If you can't attend our sessions, please pass this flyer along to someone who can!**"

This practice doesn't cost anything and the potential pay-off is big because any flyer that **DOES** get passed along gains the weight of a personal referral to the secondary recipient. You can't buy that kind of credibility. Nor should you pass up the opportunity to get it, free.

Same thing goes when you are making personal contacts and phone calls, so please – keep it in mind. And, always encourage your contacts to bring a new participant along as well. Take this opportunity to familiarize new participants with the format of the sessions.

"Telehealth is FREE!" vs. "You Get What You Pay For"

Sometimes people perceive something that is free may not be worth much. Therefore, it is even more important to emphasize the quality of our product. One way we can do this is by promoting the speakers. On promotional material, put the speaker's credentials in bold type and **tell your potential audience** how this person's knowledge and experience can help them on a personal level. Another good idea is to drop names like "McGill University, Health Canada, Canadian Diabetes Association, Heart and Stroke Foundation...".

Recap of some important points you should not forget:

- Flyers must be **bilingual** (2 separate sheets: one English, the other French)
- Promote the **speaker** – a definite asset and selling point
- Itemize and emphasize the specific **benefits** of the program
- Include mention of "**Pass the flyer along,**" and be sure to "**bring a friend**" – talk about the program and encourage another person to come who has not been before. **The more people who become informed, the greater the benefit to the community!**

FLYER DISTRIBUTION

Mail it, hand it out, hang it up, leave it wherever prospects congregate—a flyer, printed on one (or both) side(s) of a letter-sized sheet, is among the least expensive, easiest to produce, and hardest working marketing tools. A well-designed flyer will catch the eye and spread the word for you.

For a mailing, or for hand-outs, a bilingual flyer can be printed recto-verso (head to foot), and folded into three panels – that way the important “header” information and title will be visible no matter which side is up.

For posting on notice boards, you can print each language separately, and post up the two copies side-by-side for most impact.

Do carry your flyers into businesses, restaurants, coffee shops, and other popular gathering places, and ask if there is a place where you can leave some flyers, or post one for their patrons to read.

Distribute to as many influential members of your community and recruit their assistance with promotion of your session.