Public Relations and Marketing Workshop for Centers for Independent Living

Everywhere a Presence

September 19, 2013
9:15 A.M. – 12:00 P.M.

Presenter:
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Everywhere a Presence

• Community presence in context of your strategic plan
  - Content is still key
  - Avoid scattershot approach

• Session provides sampling of possibilities
  - For networking
  - For marketing

• Gives CIL marketing staff ideas/suggestions

• Survey Samples that work for others
Strategic Marketing

- Use ideas as part of overall plan
- You CAN be everywhere
  - Web presence
  - In person networking
- Build slowly, integrate with substance
Assess/Expand Collaterals

- Print Presence
  - Brochure - postcards
  - Flyers - business cards
  - Booklets
Your Space

• Office Appearance
  • Photo Art on Walls
    • Disability History
    • Disability Leaders
    • CIL Participants
Arizona Bridge to Independent Living’s (ABIL) Wall in Phoenix, AZ
Actions and History Speak Volumes

IL-NET, a project of ILRU — Independent Living Research Utilization
This Could Be Your CIL
Photo Power

• Your Walls Can Talk
• Order Historical Photos
• Display Your Own
Networking Opportunities

• Clubs and associations
• Events and community meetings
• Disability, civil rights, health conferences, expos
• Workshops, speeches
• Meet-up, Tweet-up gatherings

◆ Include follow up with new contacts in your plan
Raise CIL Visibility

- Portable Banners
- Fabric Tradeshow Backdrops
Portable Banners
Portable Trade Show Booth
Banners Display Our History
Wrapping a Vehicle
Bus Wrap Close Up
Bus Wrap Composite as Banner Sign
Video Library

• Key content in video library
  – Embed in website
• Media Use
• Recruit community support
  – Consumers
  – Partners
  – Funders
Contact Information

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