



Ready to Promote Your Workplace Event?

A few suggestions for success

Now that you've confirmed that you'll be bringing a Straight for Equality learning event to your organization, it's time to make sure that people attend!

In this document, you'll find some great suggestions for engaging new people and driving attendance. Many of these strategies have been developed by ERGs, so if you've got an effective idea, be sure to share it with us by emailing info@straightforequality.org so we can share it with others.

1. **Make your event accessible.** Think about the time that you've scheduled your event. For many organizations (but not all!) early morning or end of day programs are tough and tend to see drop-offs at the last minute. Consider a time – like at lunch – that may be easier to attend. And if you're doing an early morning or late day event, think about a hook to get people in (e.g., breakfast or happy hour after). If possible, do your events at locations that are central or easy to access if you're on a big campus. And, of course, make sure that you've got signage to direct people to the site.
2. **Start promoting early, often, and in high-visibility areas.** Many great events don't attract an audience simply because people don't know it is happening. Be sure to promote your event at least four weeks out, and increase visibility as the date draws closer. Use calendar invites so the date/time literally gets on someone's schedule. Send reminders a few days out and then the day of to people who've accepted. Be sure that your promotional materials are in high-traffic areas like cafeterias, break rooms, and events boards and not just the diversity or HR office.
3. **Network.** Connect with other network and create a partnership for both promoting and attending events. (Remember – the relationship must be reciprocal to work. Be sure to support and attend their events, too.)
4. **Leverage your Executive Sponsor!** Asking your executive sponsor and/or the highest-ranking members of your ERG/affinity group to promote the event to other leaders in the organization. If they're willing to send out a personal invitation to people at all levels it often helps inspire new people to attend the session.
5. **Work with your Diversity & Inclusion and/or HR team.** Make sure that the person responsible for D&I in your location knows about the event and plans on attending. Ask them to invite others to participate, including members of the HR team.
6. **Ask everyone to bring a friend!** Everyone in the ERG should be tasked with personally inviting at least 1-2 people to come to the event. Try to focus on colleagues who have never attended an LGBTQA event in the past, or ones who have just started attending. Be sure to provide them with details (e.g., date/time) immediately, and send out a reminder shortly before the event.

7. **Use the right language.** Everyone should be working to bring new people who have never attended LGBTQA events before to events. To do this, be sure to give people a clear description of what the event is about and what they'll learn. Have questions about how to do this? Ask your Straight for Equality contact for help!
8. **Offer food.** It sounds silly, but people love to get fed. If you're doing your event as a lunch-and-learn or even following it with a cocktail reception, people are more likely to attend. Be sure to include this information on all invites and promotions for your session!
9. **Think fun.** Some organizations have created mini-invite cards attached to candy that they left at people's desks. Some have done tables for raffles and giveaways in cafeterias to get people to learn about an event. Others have had all ERG members and supporters wearing a pride-themed shirt to work on the day of the event to attract attention. And there have been lots of balloons. Brainstorm with your group, friends, and other ERGs to come up with unique ideas that will help get people to pay attention!
10. **Use the resources.** In the promotional materials folder for your session, you'll find items to help in your promotional efforts, including text you can personalize for email invites, logos, and even a sample slide/poster that you can customize. This is just a starting point, so use your creativity and have a good time. Good luck!