

## **10. Promotion and marketing**

So often we set up a fantastic service or project and then forget to tell others about it! The sessions in 'promotion and marketing' look at different aspects of how producing promotional materials and using channels of communication to help you with ways to 'blow your organisation's trumpet' and let others know about the work you are doing and the difference you are making.

### **10b Creating publicity and marketing materials**

**By the end of this session, participants will:**

- understand how to get their message across and to whom
- understand the basic principles of graphic design
- be able to create a design brief
- assess work they have produced and know what to avoid in publicity materials

**Date: 9 March 2010**

**Location: Llangefni**

**Duration: ½ day course**

To book a place on this course, please

**Medrwn Môn**

**Town Hall, Bulkeley Square, Llangefni,**