

Marketing of Education Programs

Print flyers to members/area students

- The Society can create a flyer for the chapter's education program.
 - A self-serve document is available in the CRC – just put in the needed information and the Society will create the flyer.
 - There is a charge for this service.
- The Society can either mail the flyer for chapters, or return it for self-mailing.
 - The Society will use a mailing list comprised of chapter members, area students and people in the area who have inquired on the CEBS program. The flyer will be sent from Society headquarters if that is chosen.
 - Mailing costs will be charged to the chapter.
 - The Society can print mailing labels for local chapters' use for the flyers.
- Chapters may design and print their own promotional flyers for distribution.
- Printed materials allow recipients to read the information when they have time, which allows for maximum exposure to the audience.

Email information

- The Society can send out an email blast using the same criteria as listed above.
 - The email will be in the same format as the printed flyer (if done by the Society)
 - The Society can send an email with a flyer that was provided by the chapter.
 - Chapters need to provide a short introduction for the body of the email.
 - The introduction should be catchy, and detailed but to the point.

Website Posting

- The Society will post any program flyer on the IS website in the local chapter section.

Co-sponsored Event

- Leverage other local organizations and co-sponsor an event.
 - Use the other organization's member list to send flyers.
 - Please note: the Society will NOT provide our member list to other organizations.
 - Set up a membership booth at the event and inform the other members about CEBS/ISCEBS.
 - The Local Chapter president should give an introduction of the chapter/the mission and purpose prior to the speaker being announced.
- Split speaker/promotional costs to help keep programs within budget.
- The local chapter should sponsor the event with the other organization.
 - i.e. The Northern New Jersey ISCEBS Chapter along with the Northern New Jersey SHRM chapter present...
- Co-sponsors should be carefully selected to ensure their mission/vision closely match the Society's.