Communication Tools

Basic elements

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Offline Communication

A poster's indispensable elements

1. Event name
2. Event date
3. Event start (and end) time
4. Location name, always specifying the address as well
5. Name of institution or person organising it
6. Reference contact, which can be a website or a dedicated Facebook page, or your phone number
7. Logos of institutions involved in the event in any capacity

Software tools I

- Adobe Photoshop
- Adobe Illustrator (more difficult to use for an average user). Problems
  - For a fee
  - Challenging to use

- The Photoshop open source equivalent is called Gimp
- The Illustrator open source equivalent is called InkScape. Problem
  - Challenging to use

Software tools II

For very basic products
- If you have the Office PowerPoint package.
- Google slide (if you have a Google account)

Software easy to use and free at least in the basic version
- Canva.com
- Crello.com (https://crello.com/home/)
- Genially (https://www.genial.ly/en)
- Design Wizard (https://www.designwizard.com/)
- Gravity Klex (https://klex.io/)
- Stencil (https://getstencil.com/)

WHERE AND HOW to distribute the poster, flyer, postcard... I

A poster is designed to be printed (more or less large) and hung.

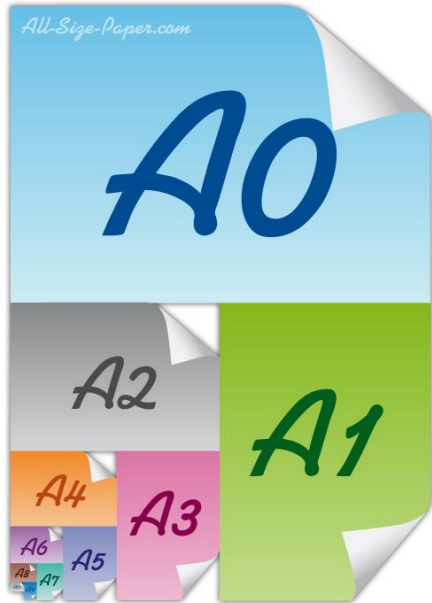A flyer and a postcard are designed to be distributed during events or left or placed on tables

The poster could also be published online, perhaps on a Facebook page, on Instagram or Twitter profile, etc...

WHERE AND HOW to distribute the poster, flyer and postcard

The classic posters to be affixed are 70x100cm and have a vertical orientation.

Posters to be distributed in the public facilities of your city, in theaters, bookstores and universities range from A4 (21 x 29.7cm), A3 (29.7 x 42cm), and 50 x 70 cm formats.

PLEASE NOTE:
- if you need to create only posters to disseminate at random around, you can very well create an A-3 size file (the image quality will be almost similar even if it is printed in 50 × 70 format).
- If, on the other hand, you know you need to print posters, then you need to create your flyer starting from a 70x100cm file.
- Finally, if you want to post the poster or postcard on Facebook, Instagram or other social media, it would be appropriate to create an *ad-hoc* image.
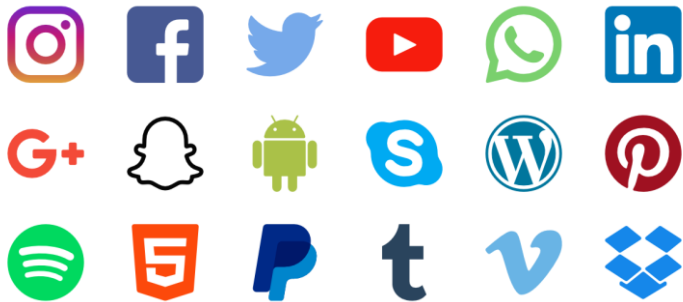
Offline Communication

Communicate on social media

"Are social networks really good for me?" If so, which ones?

Social media marketing, which means to promote or sell using one or more social media, either alone or combined.
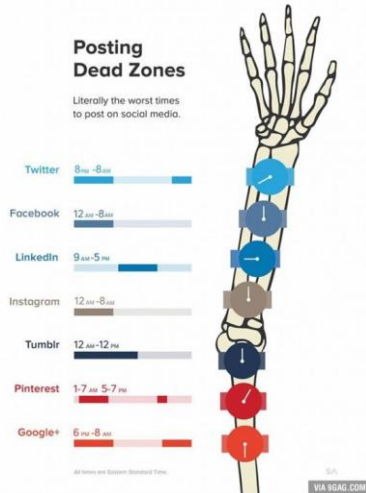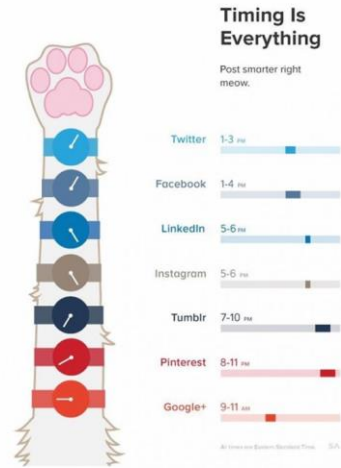
Not all potential participants can be reached with the same communication platforms.

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Which social media?

- Facebook is more general, used by a multitude of people of different ages and with disparate interests. Therefore, it is suitable for advertising large events
- LinkedIn is great for promoting business-themed events, such as training courses
- Twitter is perfect for creating engagement during the event, thanks to the use of hashtags
- Instagram and Pinterest to publish photographs and videos during and in the post-event.

When?

The best time to post on social networks is when users want greater access to **certain contents.**

Therefore, the result of your publications and programming strategies depends on who are the people you want to reach (what characteristics they have in common).

Precisely for this reason, the first step in the strategic process of programming on social networks is to carry out research on the habits of your target, focusing, in particular, on the time in which they prefer to connect during the week.

How to get published in a newsletter

It is often more convenient to use an existing channel!

Create a magnetic object (title).
This short line anticipates the contents of the newsletter and allows the user to understand what's in the text.

Text.
Space is very limited, so you must be direct and immediate.
- 60 characters (or less).
- important concepts at the beginning.
- don't sound like a salesman, but be enthusiastically descriptive.

Pay attention to readability.
It could be read in special circumstances, not necessarily in front of a large and well-structured monitor. The text must:
- have recognisable and easy-to-select links.
- be divided into paragraphs.

List your contacts!