

Promotional Tools

The promotional tools that can help market your business begin with your business card, but may also include a **brochure**, **portfolio**, and **website**.

Brochures

You will have many opportunities to give out your business card. In fact, you should get

in the habit of giving it to almost everyone you meet. But there are also times to give out brochures. For example, when you give a presentation at a networking meeting or when people seem particularly interested in your services. You should also provide some to the companies with whom you do a lot of business. Your **major vendors** should have some, in case someone asks them if they know an event planner they could recommend.

Your brochure will contain your **company name** and **contact information**, including your web address. It can also include some of the information you have on your website, such as:

- **Photographs** of events you have planned
- **Benefits** of hiring an event planner (e.g. save time, enjoy a stress-free event)
- A list of the **services** you provide
- A photograph of you
- Some **testimonials** from satisfied customers

Your brochure can be folded in three, with printing on both sides of the sheet, or you can simply print a **one-page flyer** which you could also pin up on bulletin boards. If you are printing only a few copies of your brochure, you may be able to find nice paper at your local office supply store which you can run through your PC's printer.

If you aren't able to produce brochures on your home computer, or if you need hundreds

of brochures (for example, if you are participating in a trade show), it may be faster and cheaper for you to have your brochures professionally printed. Check the Yellow Pages under "Printers," or use the printing services of your local **office supply store**.

TIP: Be sure you spell-check and grammar check everything. Also check your phone number, e-mail address, and other contact information carefully to make sure clients can reach you.

When you decide you do need professionally printed brochures, check the Yellow Pages under “Printers” or use quick-printer services such as Kinko’s or Minuteman Press, or even the printing services of your local office supply store.



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