

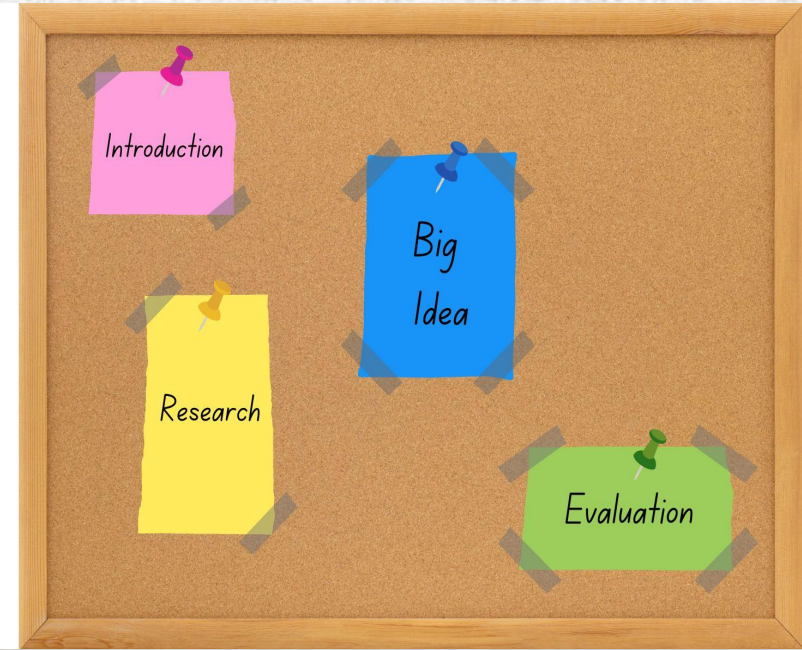
---

# ACE Marketing Campaign

AK Public Relations

---

# Agenda



PUBLIC RELATIONS



# 1. Introduction

## → About AK PR

*Education, experience, and credentials.*

## → The Conference

*About and how it works.*



PUBLIC RELATIONS

# About AK Public Relations

- **Ash Keenan**
- 2022 Gannon Graduate
- Major: Public Relations
- Minors: Psychology and Advertising
- 2022 Academic Excellence Award in Public Relations
- Cum Laude Honors
- Past organizations: The Gannon Knight, Active Minds, ThePinTrip, FFEE



PUBLIC RELATIONS



# Beyond the Classroom: Community-Engaged Teaching Research

- *WHO*: The office of Academic Community Engagement (ACE)
- *WHAT*: Service-learning regional conference
- *WHEN*: June 2nd, 2023
- *WHERE*: Gannon University Yehl Ballroom Erie, PA
- *WHY*: To connect like minded individuals in higher educated to connect on shared experiences and information.
- *HOW*: A one day conference jam-packed with different presentations, informative topics, discussions, and site visits.



PUBLIC RELATIONS



## 2. Research

### → **SWOT Analysis**

Strengths, weaknesses, opportunities, threats.

### → **Research Summary**

Primary and secondary.

### → **Target Audience**

Primary and secondary.

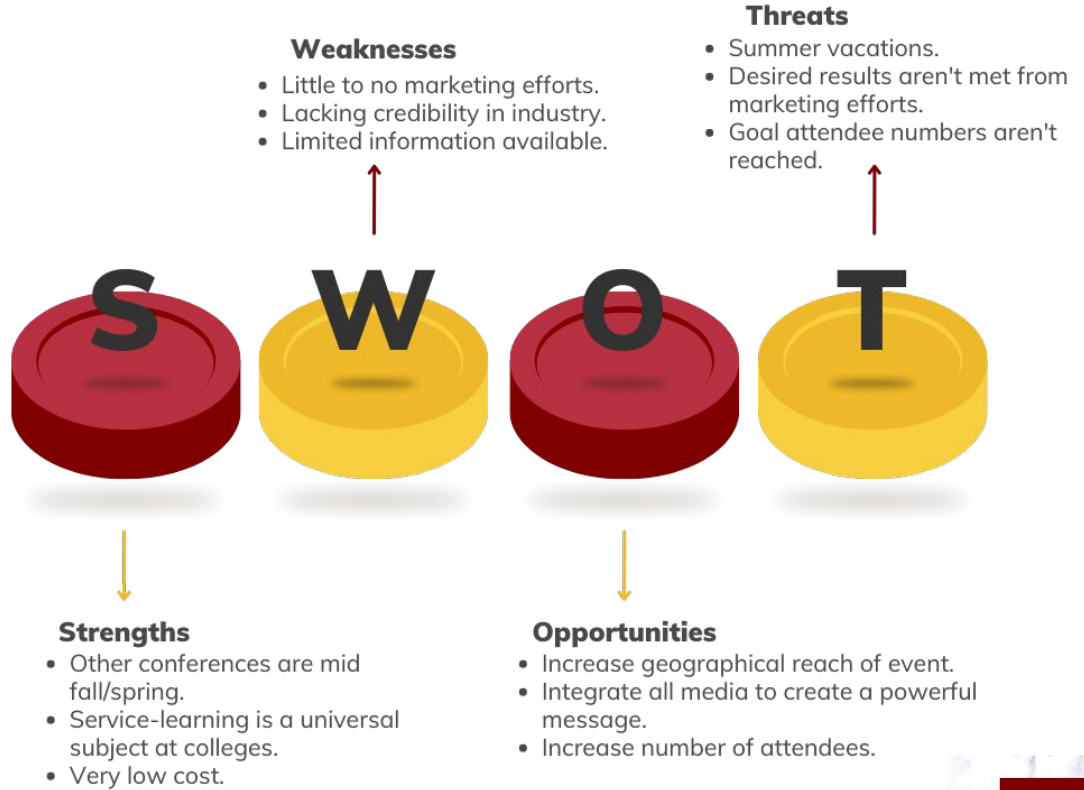
### → **Goals and Objectives**

Specific, measurable, applicable, relevant, time-bound.



PUBLIC RELATIONS

# SWOT Analysis



# Research Summary

## Primary:

### Survey Says...

Overall conference rating:

4.5/5

Impact of content:

4.3/5

Impact of Keynote Speaker:

4.5/5

Impact of content presented:

4.25/5

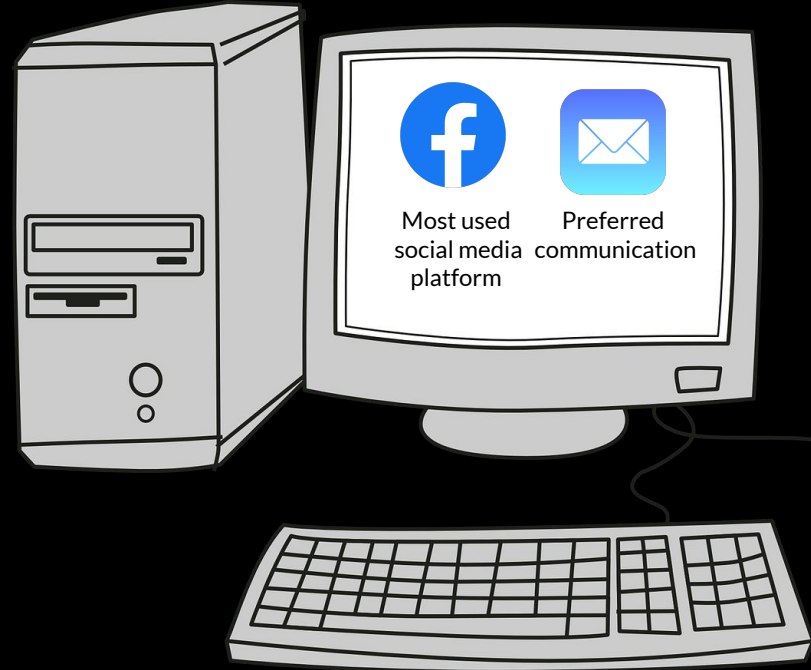
Best time of the year:

June

Favorite session:

Healthy Futures (YMCA)

## Secondary:



PUBLIC RELATIONS



# Target Audience

Primary



College Faculty

Secondary



College Staff

Secondary



College Students



PUBLIC RELATIONS

# Goals and Objectives

- To promote the event to the identified target audience to surge attendance from 60 to 120 by increasing marketing efforts.
- To establish brand awareness of the “Beyond the classroom” conference on a larger geographical scale by implementing strategic direct marketing efforts.
- To grab the attention of the target audience on communication pieces greater than before by designing compelling, minimalistic, and eye-catching marketing pieces.
- To generate more readily information online by 25% by creating a digital presence through social media.



PUBLIC RELATIONS



### 3. Big Idea

→ **Key Message**

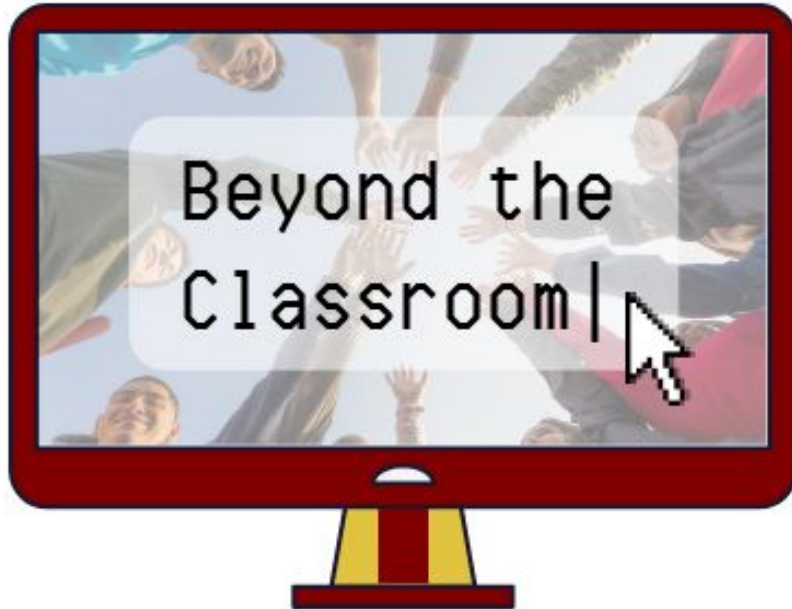
Central theme of campaign and conference.

→ **Tactics**

Proposed marketing communication strategies.



PUBLIC RELATIONS



## Key Message

**Big Idea:** "Beyond the Classroom"

**Slogan:** "Teaching service with public purpose"



PUBLIC RELATIONS

# Media Kit

[View Here](#)

## Purpose:

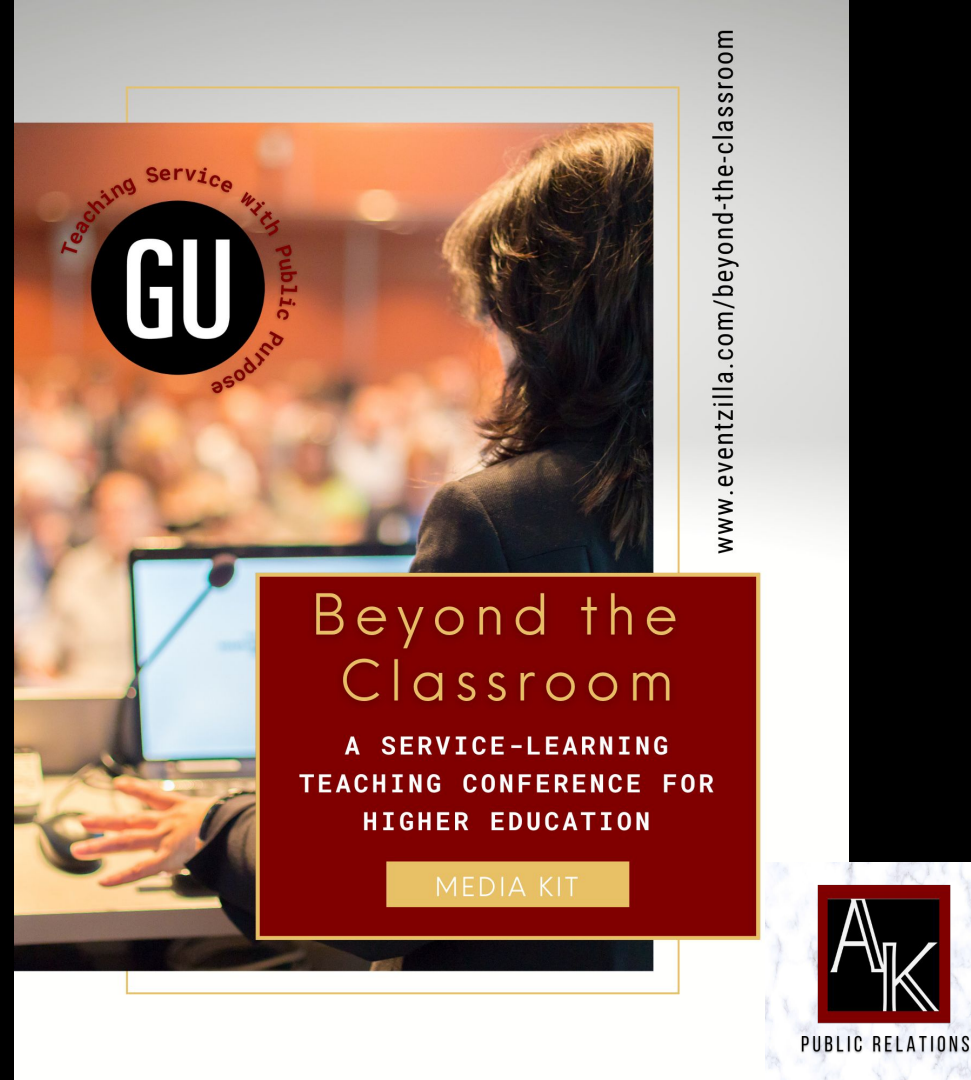
- Adds credibility
- Provides information
- Obtain media coverage

## Budget:

14.99/month Canva subscription

## Recipient:

- Service-Learning Offices
- College Dean's
- Local media outlets







# Email Marketing

## Purpose:

- Data collection
- Keep consumers up-to-date
- Create top-of-mind awareness

## Budget:

\$14.99/month Canva subscription

## Recipients:

- Service-Learning Offices
- College Dean's
- Consumers that register for event.



PUBLIC RELATIONS

# February



**GU** GANNON UNIVERSITY  
Academic Community Engagement

## YOU'RE INVITED!

Now to what you may wonder? Why to the 2nd annual *Beyond the Classroom* Conference! BTC is centered around service-learning based teaching, inviting educational professionals like YOU to learn more about community engagement in the classroom. Visit our website for more information!

[www.eventzilla.com/beyond-the-classroom](http://www.eventzilla.com/beyond-the-classroom) -  
[salamone002@gannon.edu](mailto:salamone002@gannon.edu) - @ACE



PUBLIC RELATIONS

# March



Messiness in  
Community Engaged  
Research

@ACE

## We want to hear from you at GU!

Have something to share? Submit your  
service-learning topic to present at Gannon's  
annual *Beyond the Classroom* Conference!



Find more info at [www.eventzilla.com/beyond-the-classroom](http://www.eventzilla.com/beyond-the-classroom)

**GU** GANNON UNIVERSITY  
Academic Community Engagement



PUBLIC RELATIONS

# March

Be an early bird and sign up  
for the *Beyond the  
Classroom* Conference!

**WIN**  
AMAZON GIFT CARDS

**ENTER NOW**

Sweepstakes runs from  
**March 2nd - April 2nd**

**GU** GANNON UNIVERSITY  
Academic Community Engagement



PUBLIC RELATIONS

# April



Become a Mentor

Turn Students into Citizens

Deeper, Richer, Relevant Content

Create community relationships

**GU** GANNON UNIVERSITY  
Academic Community Engagement

## WHY SERVICE-LEARNING?

Learn more at the *Beyond the Classroom* Conference!

Sign up today at [www.eventzilla.com/beyond-the-classroom](http://www.eventzilla.com/beyond-the-classroom)



PUBLIC RELATIONS



May

Missing out is  
SO not you.

Sign-ups for the *Beyond the Classroom* end today! Don't miss out on teaching service with public purpose.

Register at [www.eventzilla.com/beyond-the-classroom](http://www.eventzilla.com/beyond-the-classroom)

**GU** GANNON UNIVERSITY  
Academic Community Engagement

Beyond the Classroom



PUBLIC RELATIONS

May



**GU** GANNON UNIVERSITY  
Academic Community Engagement

*It's Party Time!*

BEYOND THE CLASSROOM WELCOME MIXER  
WALDRON CAMPUS CENTER

4-6 PM  
JUNE 1ST 2023

Driving a long distance? Attend the welcome cocktail party to leave you feeling refreshed on conference day!

Beyond the Classroom

Visit [www.eventzilla.com/beyond-the-classroom](http://www.eventzilla.com/beyond-the-classroom) for more info



PUBLIC RELATIONS

# June



**GANNON UNIVERSITY**  
Academic Community Engagement



## **THANK YOU FOR ATTENDING THE CONFERENCE!**

We would love to hear your feedback to improve the *Beyond the Classroom* Conference! Please fill out the survey below. Thank you in advance!

**GOOGLE FORMS SURVEY**



PUBLIC RELATIONS

# Social Media

## Purpose:

- Establish a digital presence
- Reach a greater audience

## Budget:

\$14.99/month Canva subscription



PUBLIC RELATIONS



# Direct Mail

## Purpose:

- Lead generation
- Early call to action
- Attention-grabbing

## Budget:

\$136.20

## Recipients:

- Identified Universities



PUBLIC RELATIONS



Front

—  
BEYOND THE CLASSROOM CONFERENCE

**SAVE THE DATE**

GANNON UNIVERSITY  
—



PUBLIC RELATIONS

# Back

06.02.23

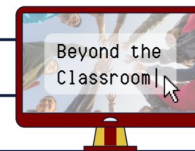
MARK YOUR CALENDARS  
FOR THE BEYOND THE  
CLASSROOM CONFERNECE



GANNON UNIVERSITY  
Academic Community Engagement



Find out more information at  
[www.eventzilla.com/beyond-the-classroom](http://www.eventzilla.com/beyond-the-classroom)



PUBLIC RELATIONS

# Out of Home Advertising

## Purpose:

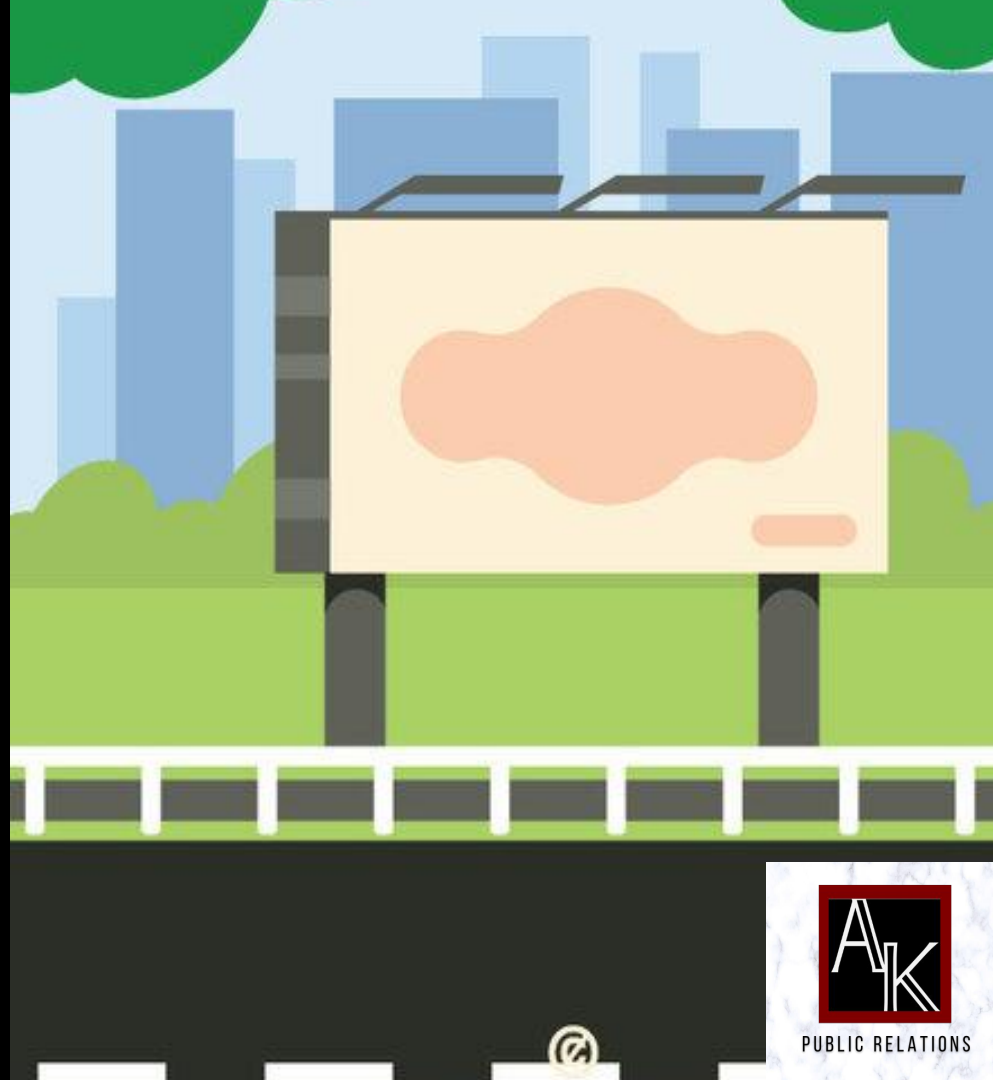
- Attention-grabbing
- Can't be deleted
- Reach a large number of consumers

## Budget:

\$143.55

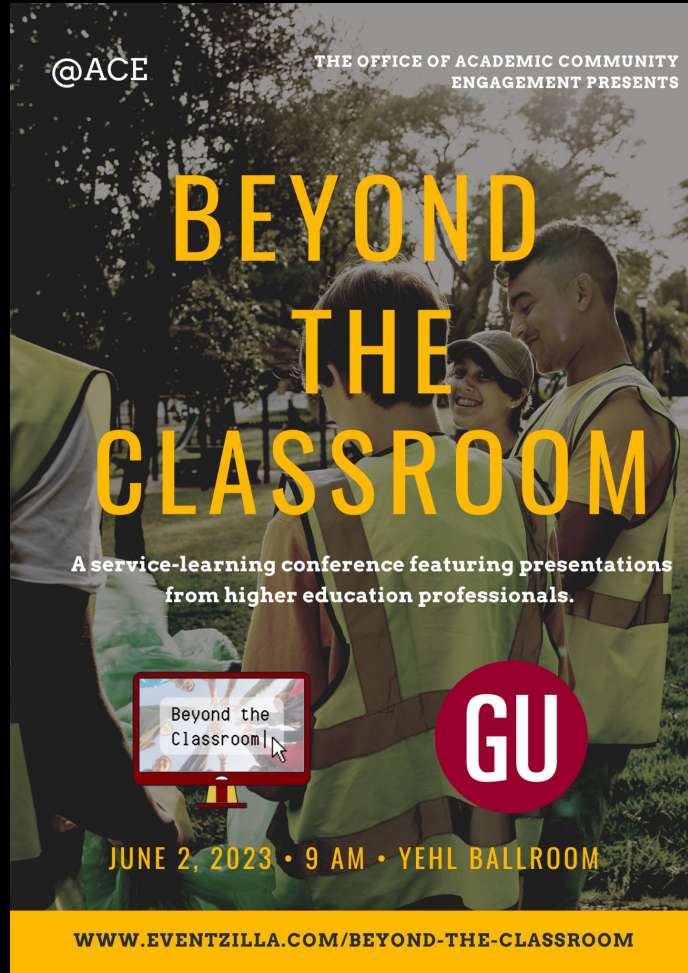
## Recipients:

- Identified Universities



PUBLIC RELATIONS

# Option #1



@ACE

THE OFFICE OF ACADEMIC COMMUNITY  
ENGAGEMENT PRESENTS

# BEYOND THE CLASSROOM

A service-learning conference featuring presentations  
from higher education professionals.

Beyond the  
Classroom

GU

JUNE 2, 2023 • 9 AM • YEHL BALLROOM

[WWW.EVENTZILLA.COM/BEYOND-THE-CLASSROOM](http://WWW.EVENTZILLA.COM/BEYOND-THE-CLASSROOM)



PUBLIC RELATIONS

## Option #2

@ACE



# HELP SHAPE THE FUTURE OF TEACHING

Registration for the Beyond the Classroom conference is open!



[www.eventzilla.com/beyond-the-classroom](http://www.eventzilla.com/beyond-the-classroom)



PUBLIC RELATIONS



# Program Redesign

View full program  
redesign [here](#)



PUBLIC RELATIONS

# Sweepstakes

## Purpose:

- Generate excitement
- Increase attendance early on
- Grow email list

## Budget:

\$50



PUBLIC RELATIONS



# Stickers

## Purpose:

- Free publicity
- Form of Advertisement
- Gift of appreciation for attendees

## Budget:

\$22.50

## Recipients:

- Attendees of conference



PUBLIC RELATIONS



### 3. Evaluation

→ **Timeline**

Timing of strategies.

→ **Budget**

Individual and total.

→ **Conclusion**



PUBLIC RELATIONS

# Timeline

## Media Kit:

15th: Upload to Eventzilla  
site.

## Out-of-Home:

25th: Send posters to colleges

## Direct Mail:

11th: Send direct mail

## Programs:

12th: Print out programs

February

March

April

May

June

## Email Marketing:

13th: First email sent.

## Sweepstakes

2nd: Sweepstakes begins

## Sweepstakes

2nd: Sweepstakes ends

## Stickers

2nd: Place at event

## Email Marketing:

5th: Last email sent.



PUBLIC RELATIONS

# Budget

Graphic Design: **\$44.97**

Posters: **\$143.55**

Direct Mail: **\$136.20**

Stickers: **\$22.50**

Sweepstakes: **\$50**

**TOTAL  
EXPENSES:  
\$397.22**



PUBLIC RELATIONS



# With this plan...

I'm confident ACE  
will achieve all of  
their objectives

Put themselves  
on the map in the  
service-learning  
world.

Become the  
leading  
conference for  
community  
engagement.



PUBLIC RELATIONS