

## PD Practice #3: Promote

### Audio Descriptive Text

Title: Professional Development 101: The Basics; PD Practice #3: Promote. Image of PD practices with an icon for each: Sustain, Design, Promote, Deliver, Follow Up, and Evaluate. Image of CDC logo. Promote icon. Image of document Professional Development Marketing Continuum: activities on the left are low cost and involve minimal time such as smiles and enthusiasm; activities on the right are high cost and are time intensive such as sponsorship and displays/booth. Image of document Five Critical Levels of Professional Development Evaluation.

### Video Summary

Promotion tactics capture the attention of the target audience. A promotion campaign can range from low-cost, minimal time investments to costly, time-intensive efforts.

### Audio Script

Now we'll move on to the third PD practice: **Promote** Professional Development Services. This practice is also known as Market Professional Development Services.

Using our architectural analogy, once the house is constructed a realtor uses a promoting strategy to sell it. Similarly, you should also employ promotion tactics to capture the attention of your target audience.

Here are some tips to draw audiences to your professional development offerings:

- Know who your audience segments are (there could be more than one). If an audience segment is difficult to reach, you may need to go through a 'gatekeeper' or key influencer to reach that audience.
- Create robust databases of potential audience members to help you contact the right people. Evaluation forms can be an avenue to capture contact information from current PD attendees.
- Promote the benefits of your events. Articulate how participants will benefit and what they can expect to leave with.
- Utilize multiple advertising channels, such as mass emails or newsletters, to promote your PD events. Develop a standard template to help your audience recognize your communications.
- Identify best practices for promoting events to your specific target audiences. Research what tactics have been used successfully in the past and learn where your target audiences most frequently look for this type of information.
- Build partnerships. Involve other organizations that can lend credible, complementary expertise to your PD efforts. This can increase awareness of and interest in your offerings.

Your promotion or marketing campaign can range from low-cost, minimal time investments to costly, time-intensive efforts. Looking at the continuum from left to right, notice the lower end gives examples like smiles and enthusiasm. Moving toward the middle, you can see how effort increases. For example, developing fact sheets and information cards would be the mid-range in terms of cost and time. Finally,

high-cost promotion options might be offerings like sponsoring events or developing displays for promotion booths.

### *Key Strategies*

Key promotion strategies include:

- Determine your audiences' needs related to PD. Start with an audience profile or needs assessment for insights on interests and preferred communication mechanisms. Then, frame your messages and PD offerings accordingly.
- Develop and implement a promotion plan that includes program goals and SMART objectives specific to your PD promotion efforts. With these in mind, develop key messages and a call to action that will resonate with your audience.
- Collect feedback data to understand how (or if) your target audience is responding to your messages. This can help you be more effective moving forward.

Now that we've covered the first three PD practices of Sustain, Design, and Promote, let's take a moment to review.