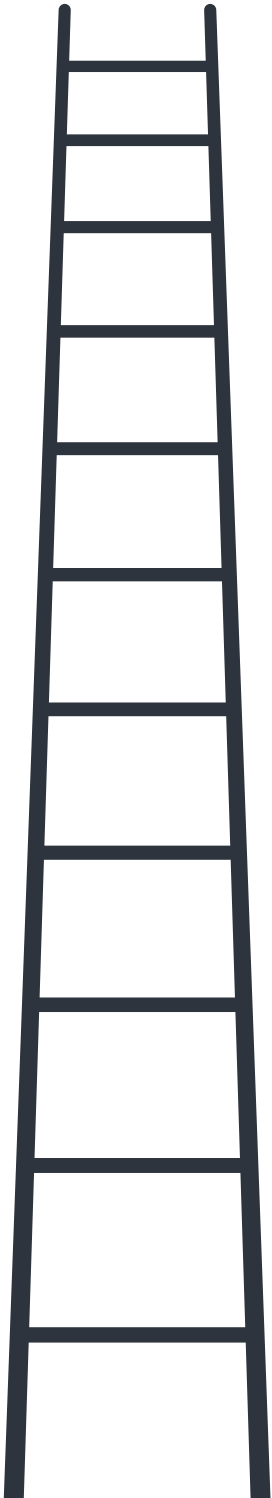




Steps to Make Your LOMA Ed Fair a Success

Tips and helpful resources



- **Keep in touch** with your contact at LOMA. S/he will assist you with the planning and coordination of the event.
- **Schedule the event** in a high-traffic area, such as in or near the company lunch room, during lunch hours.
- **Send out email invitations** ahead of time to company employees who you would like to attend. LOMA can help by providing a template or wording for your email messages.
- **Display posters** promoting the event in prominent locations such as the company lunch room. LOMA can customize and send you small posters that you can print at your location.
- **Get stocked up** on informational flyers, brochures, and giveaways for event attendees. LOMA will send the needed items to your event location. Let us know of any special requests, and an estimate on how many attendees you expect.
- **Post a notice** on the company intranet about the Ed Fair. LOMA can provide you with a graphic if needed.
- **Update** the lobby or building monitors with an announcement about the event. The more places the information is seen, the better!
- **Build excitement.** Send a reminder email to employees on the day of the event. Recap the benefits of attending and announce any additional incentives, such as small giveaways or a prize drawing.
- **Track who attends.** Make a list, or encourage attendees to sign in.
- **Reward participation.** The opportunity to acquire some helpful information and advice can help energize people in their pursuit of professional development, but first, you have to get them to come. So include giveaways, recognition and chances to win prizes into the overall plan. LOMA can help you every step of the way.

Visit: www.loma.org/EdReps/Promoting/EdFairs.aspx

Email: MemberSolutions@LOMA.org

