



5

WAYS TO PROMOTE YOUR EVENT

AND MAKE IT
AWESOME!!





GIVE THEM SOMETHING TO CHEW ON

Students love free food. Get some donated from local restaurants—doesn't have to be fancy! Summit Charter High School's Rescue Team provided free Korean food to those who attended their event.



TIPS & TRICKS

➔ Restaurants like Chick-fil-A, Chipotle, and pizza places sometimes donate food.

➔ Consider giving out food at the end of the event so people don't eat and run.



COVER YOUR CAMPUS FROM HEAD TO TOE

Chalking and flyering are great ways to promote your event. You want to make sure everyone on your campus knows its happening! Put fliers in bathrooms, classrooms, dining halls, dorms, on bulletin boards, etc. Chalk the week leading up to the event in areas of high traffic. The brighter the better.



TIPS & TRICKS

- ➔ Look at the **EVENT** page on our website for PDFs you can print out to promote your event.
- ➔ Print **TONS** of posters and make sure you cover walls, bulletin boards, and even the inside of bathroom stalls.
- ➔ Slip fliers under dorm room doors.



PROMOTE YOUR EVENT ONLINE

Make a Facebook event and invite all your friends. Change your profile picture and cover photo a few times in the weeks leading up to the event. Have your friends invite their friends. Message people to remind them about the event. Start up a conversation on the event wall.



Kris Wilkinson @sojinmojin Sept 28

Come check out our EVENT! Let's come together and change the Narrative on [#northkorea](#)
[#libertyinnorthkorea](#) [#Jangmadang](#)



Sarah Johnson @kateupton190 Nov 5

GUYS MEET IN THE QUAD for a life changing event! [#libertyinnorthkorea](#) [#Jangmadang](#) Saturday at 7pm.

TIPS & TRICKS

➔ Post everyday and try to vary what you say!

➔ As your event gets closer, post articles about the North Korean people.

➔ Change your profile and cover photos once a week.



STRENGTH IN NUMBERS

Partner with other clubs! The best events have a few teams behind them, making them happen. Connect with other groups who have a different reach than you do. If you're part of a Korean Student Association, consider reaching out to the Amnesty International Club.



TIPS & TRICKS

➔ Reach out to different clubs on campus to co-sponsor the event! Some good ones to reach out to are Amnesty International, Korean Student Association, Students for Liberty, Social Justice Clubs

➔ But don't limit yourself! Be sure to connect with clubs that have a different audience.



TABLE ON YOUR CAMPUS

For the week leading up to and the day of the event, set up a table on your campus or in your community. Have interactive activities so people stop to ask you about it. Get creative. This is a great way to start one-on-one conversations and encourage people to come to the event. If the Nomads are in your city a few days early, you can ask them to help with tabling, too! They would LOVE to help if they have the time to do it!



TIPS & TRICKS

- ➔ Dance, sing, and be friendly! This event is bigger than your stage fright.
- ➔ Have a take away, whether that is candy with the info written on it or a flier.



LIBERTY IN NORTH KOREA

THANK YOU!

LET US KNOW HOW WE CAN HELP YOU

310-212-7190 | tours@libertyinnorthkorea.org

PEOPLE not politics
PEOPLE not nuclear weapons
PEOPLE not Kim Jong un
PEOPLE not fear