

## Checklist for printing promotional materials for an educational event, meeting or conference

- Organization name and address including website
- Course or meeting title
- Benefit statement
- Course objectives and description
- Faculty and biographical information
- Date
- Time
- Location and directions
- Registration fees (including deadline for discount, if applicable)
- Registration forms
- Enrollment limit
- ADA disclaimer
- Policy on course cancellation
- Hotel information, room blocks, special rates for meeting
- Attire
- Any special feature (across from shopping mall, parks, theaters, etc.)
- A well-balanced and appealing design
- The association's logo (identifiable and prominent)
- An attention-getting graphic or symbol
- Appropriate emotional appeal
- An opportunity to see immediate application for program content
- Information sufficient for a decision to register now
- A request for action
- An inducement to act (early-bird registration or discounts)
- An opportunity to act (register online, by fax, by phone)
- Credits available to attendees
- Course schedule
- Teaching methods (lecture, panel, etc.)
- Intended audience level of instruction for attendees (beginner, intermediate, advanced)
- Convincing language; proper grammar