Event Flyers

One component of a successful recruitment strategy should be to promote the goals of the college of education or education department. One effective way of doing so is through inviting guest speakers from the field of education to come and speak. Inviting prospective students to these events can be a way to further increase their interest in education issues and provide them with a better sense of the campus. These gatherings must be advertised and promoted to drive attendance to them. These flyers serve as examples of how to promote institutional events..

An effective Event Flyer is:

- Interesting to the stakeholders it attends to attract
- Visually appealing and engaging

An effective Event Flyer includes:

- A direct call to action to attend the highlighted event
- Any pertinent logistical information