

Last Minute Reminders

Time is getting short for the start of National Emu Week (N.E.W.)! Hopefully everyone by now has info out to their local newspapers and media networks (if not, it's still not too late). N.E.W. will be successful only with all of our collective and collaborative marketing.

Here are a couple things to remember:

Press Kit / Outreach Materials: I have posted all the information and fill-in-the-blanks press releases you need to promote your emu farm, business or event with a few more to come.

Facebook Event: Share your product specials, tour opportunities and events with your personal & farm networks: <http://www.facebook.com> . If you don't have a farm Facebook page, now would be a good time to start one.

Press Releases: Fill-in-the-blanks Press Releases have been sent for you to post on your website, your Facebook page, your newsletters, your e-mail lists, your blog, etc., and should be distributed to area newspapers along with local TV and radio stations.

Website: Post your N.E.W. information on your website then mention your website in your press releases.

Here's some more details for your EVENT:

1. Identify Your Farm from the Road: Signs & Balloons

To identify your farm, please create some kind of visually-popping display at the edge of your driveway (or wherever it would be most noticeable) with signs and balloons (i.e., colorful boots hanging upside down on a stake with balloons tied around will draw attention to your signs).

2. Wear an Emu Industry T-Shirt and/or Hat

Wear an Emu Industry T-Shirt (if you have one) or a hat (any type) to identify yourself as the host. If you don't like T-shirts (or hats), just make sure you pin some emu feathers to your shirt, jacket or hat and maybe add a name tag so visitors know who you are.

3. Create a Welcome/Check-In Table with Sign-In Sheet

Create a main "welcome/check-in" area (i.e., a table) where folks can check-in. This is a good place for your "Guest Book".

4. Take Photos..... Lots of Photos

Take candid shots throughout the day (as high resolution as your camera can) that can be used for promotion in the future.

NOTE - Get signed releases for any recognizable people in your pictures BEFORE you submit them with an article or press release.
