



POSTERS AND PRESS ADVERTISING FOR RECRUITING NEW DANCERS

What makes a Good Poster? First consider your Audience. Dancers, have to be attracted to read the poster during what may be a fleeting moment while passing by. A Poster should catch their eye and give them sufficient information to gain their interest; too much detail or information and too many words makes the Poster unreadable and uninteresting, three words are all you actually need on your Poster:

DANCING - TEACHING - PHONE No.

The individual has only to remember the Phone No. and make 1 call. You could add:- **What it is: Where it is: When it is: and Why Join**

Some key features of good design are:

- White Space helps to make the important information stand out.
- Colour is not as important as good design
- Avoid lots of different Colours as they confuse the eye.

Consider its Size – a simple rule of thumb is A5 for Handbills, A4 for Shop windows / Notice boards and A3 for Motorists driving past. Put up some samples and walk / drive past to check clarity and legibility. Is it readable? Does it have good contrast and depth? Will it be improved with a Coloured Paper?

What makes Good Press Advertising? The problem here is often one of 'Cost Limitation'. Advertising is expensive but RPM recruitment evaluations prove that this is the best medium for reaching the people interested in Dancing. Your Advert has of necessity to be small.

- **THINK** Dancing – Teaching / Details – Phone No. Make your Advert stand out from the clutter of the Page.
- **THINK** White Space. Surround your words with white space to lift the Advert out from the rest.
- **THINK** an Oval Shape. A strong border will make your Advert eye catching.

Download (or read) the RPM Booklet – **How to Market Square and Round Dancing to Recruit New Dancers** at www.uksquaredancing.com