

SUMMER UNIVERSITIES PROMOTION

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Promotion

When you will promote your Summer University, you need to take in mind that there are two different types of applicants: old members and new members. Both of these groups are attracted to your Summer University with different levels of knowledge of the project. This means that you have to follow two different paths for promotion at the same time.

Old members

They already know how AEGEE works and they are in touch with other AEGEE-members, that means that you can reach through some different ways:

Facebook event of the SU: Try to post catchy messages that make people keep on reading them. Post your news, status updates and some clues about activities. Show them that you have an amazing team of organisers that are working really hard to organise the best SU ever. It is important to follow your SU thematic.

Facebook AEGEE groups: This magic world will help you to promote your SU quickly and easily. Every AEGEEan is a member of some AEGEE Facebook groups. This means that when you promote your SU in a Facebook group the information will reach a lot of people. You are free to publish your events there BUT try not to make a lot of spam and remember that some groups are created to debate and it's forbidden to spam there.

Facebook posts in general: Keep in mind that AEGEEans are used to seeing a lot of promotion posts in their timelines and that means that they are so good at ignoring them. Solution: Try not to publish your SU in a boring way: Release your imagination and try to create something challenging, catchy and aggressive.

Recommendations from friends: That's the most powerful way of promotion. If your previous participants enjoyed your SU, it's quite possible that they've already told their friends that they definitely should apply for your next SU.

Create an Instagram account for your SU: Nowadays, a lot of the members are active on Instagram and it could arguably be even more popular than Facebook among the members. Therefore, it is important to have a presence here as well! Create an Instagram account for your SU or use the account of your local to post information, pictures, or sneak peaks of the activities of your SU! Go for an aesthetic timeline and try to engage your followers (and non-followers) in the Instagram stories!

Promotion on AEGEE-events: Stickers, T-shirts, customs related to your SU during the Agora parties, etc.

Fair stand: You can contact the Fair manager of the Agora and ask them if you can have a stand in the fair. Choose a funny activity, attract people to your stand, take pictures of them and use these pics for promoting. [Of course, don't hesitate to promote your SU during parties when people are motivated. If they like the spirit of the organisers, you'll have taken the first step convincing them to apply for your SU].

What do old members look for in a SU?

When we ask them that question, they often talk about the amazing atmosphere that is created in every SU. You have to know that they might ignore the SU description, the pictures (which doesn't mean that you shouldn't work on it). Some of them apply to your SU because a friend recommended your SU or just because the local or organising team seems really enthusiastic or energetic.

That means that they have to see how well the SU is being organised and the pleasant atmosphere in, for example, your Facebook publications or Instagram posts. Make them feel that AEGEE still has a lot to offer to them.

New members

They have just joined AEGEE (or not yet) and they have lots of questions and doubts about SUs, about AEGEE... So let's try not to overwhelm them with a lot of information.

What do new members look for in a SU?

There are always different people who apply and due to different reasons, one of the most popular of which is to look for touristic places. [It makes sense, all of them have heard about big cities but maybe not about the small ones. This means that they may have a natural predisposition to apply to SUs organised by those antennae located in big cities].

If that's not your case, try to write a catchy description, remarking the amazing programme and activities that you have organised for your participants. Make them feel that they are going to discover a place on Earth that is not that touristic, but that has a lot of amazing things. Make them feel that you are offering them the possibility to visit a very uncommon place which will turn out to be an amazing surprise, even though they have never considered visiting it before. A place they would have never visited with their friends.

Other points you may operate with include more AEGEE goals - cultural exchange (=meeting new friends from all over Europe), informal education (= gaining soft skills and skills necessary for their professional development), practicing languages, seeing culture from inside and so on.

New members usually carefully read the SU description. They will focus on the activities written there and they will also focus on the amazing pictures attached.

As this is their first time applying for a SU (and maybe also their first time travelling abroad alone), make them feel that you are there to help them and that you will resolve their doubts.

How can you reach them?

You can reach the new members of each antennae by contacting the boards and asking them to promote your SU in their members group or by email. In addition, make sure to post public posts on both Facebook and Instagram to attract non-members to the SUCT.

Design of the promotional materials

Having promotional materials of good quality means ensuring better visibility of your SU. Therefore, you might have a better reach and more applicants. In this case “good quality” means not only using pictures of high resolution, shooting videos without blurring and using tripod stands (if the idea doesn’t require the opposite), but also implementing the Visual Identity of Summer University project and of AEGEE in general.

We would like to insist on putting the SU logo on presentations you give in your locals, on the elements of the style of your SU (facebook cover picture, stickers, t-shirts...). We understand that in some cases it does not suit, but encourages you to look for the best option. Visual Identity manual of AEGEE can be found [here](#), PR materials to download are [here](#).

Moreover, your SU description can also be kind of promotional material. Be sure that a very big number of AEGEEans of different generations pay attention to it, so respect it and don’t just list the places you are going to. Make it personalised - then you will get applicants of your target group!

Describe the main idea, the activities and the content as it is in reality, don’t exaggerate it too much - then it would look like a weak commercial. Be honest with your future participants and also represent the topic of your SU - if you are doing a Sports SU, don’t promise them golden sands, even though you may plan it somehow as a pleasant surprise :)