

## Elements of a Good Event Flyer

Congratulations! Your group / district / area is planning to have an event. Now, how do you attract people to get involved or attend? For best results you need to write a compelling message that promotes your event to your target audience.

Wait, promotion? Isn't that a 4-letter word in A.A.? - If you read the entire Eleventh Tradition it says: "Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, and films."

So, Is the news of your event being broadcast to the general public or is this an event targeted to A.A.'s, by A.A.'s and about the fellowship of A.A.? If it's the latter, then you need to provide a compelling reason as to why the average person in recovery would invest their time, money and energy to attend your event.

First things first - There are two acronyms to keep in mind when planning your event flyer, they are: AIDA and 5W's+H. AIDA stands for Awareness, Interest, Desire and Action. For our purposes, 5W's+H stands for What, Why, Who, When, Where, and How.

By answering the 5W's+H questions as you create your flyer, the answer to the question "why should I bother to attend your event" will jump off of the page.

Here is a sample event to use as an example: A technology in A.A. event is being planned. The goal is to attract more people to learn about new and better ways that technology can be used to help the still suffering alcoholic.

What: Using your smartphone to carry the message of recovery

Why: You may not have a meeting list, phone list and big book with you at all times but you do have your smartphone

Who: The co-worker that asks for help, the church member that is desperate, the friend or family member that knows someone else that needs help.

When: The date and time of your event

Where: The location (physical, virtual or hybrid)

How: Additional important details

The order of the 5W's+H can be mixed up to better suit your event. The important thing is to tell a story that interests your audience. Also encourage them to take Action now.

Now that you've got the details of your event drafted, here are a few tips to make your event more successful.

1. Prepare and send us your event using a .DOC or .DOCX format - Why, it may be necessary to edit a spelling error or correct an address that isn't coming up on google maps. Also, if you use an image that is copyrighted, we will need to remove it.
2. Use 8.5 x 11" page size. Include 1" margins along the sides, top and bottom.
3. It is recommended that you use a white or light colored background - This is important to improve readability and in case someone wants to print your flyer.
4. A few simple graphics can help improve the AIDA. Careful, too many graphics distracts attention away from the intended message.
5. Put yourself in the reader's shoes and then ask the question, why would I want to go to this event? (A few answers: fun, fellowship, education, entertainment, food, recovery, spirituality, personal recovery, growth, support your local group/district/area, help the newcomer and much more)

Below is a flyer based on the example above:



**The Area 52 Technology  
Committee Presents:**

**Using Your Smartphone to  
Carry the Message of Recovery**

**Why: You may not have a meeting list, phone list and big book with you  
at all times but you do have your smartphone**

This will be a fun and interactive half day event that will include:  
Fun, Fellowship and Food as we explore the many versatile ways  
that you can use your smartphone to carry the message of hope and  
recovery to that coworker that asks for help, the church member that is  
desperate, the friend or family member that knows someone else that needs help.

**September 43rd, 2021**

**From 1 to 5 PM**

**At: Williston State College  
Information Technology Center**

**1410 University Ave.  
Williston, ND 58801**

Also available virtually at: <https://link>

In-person attendees will also enjoy free coffee and donuts

Advanced registration is recommended  
Register at: <https://link>

