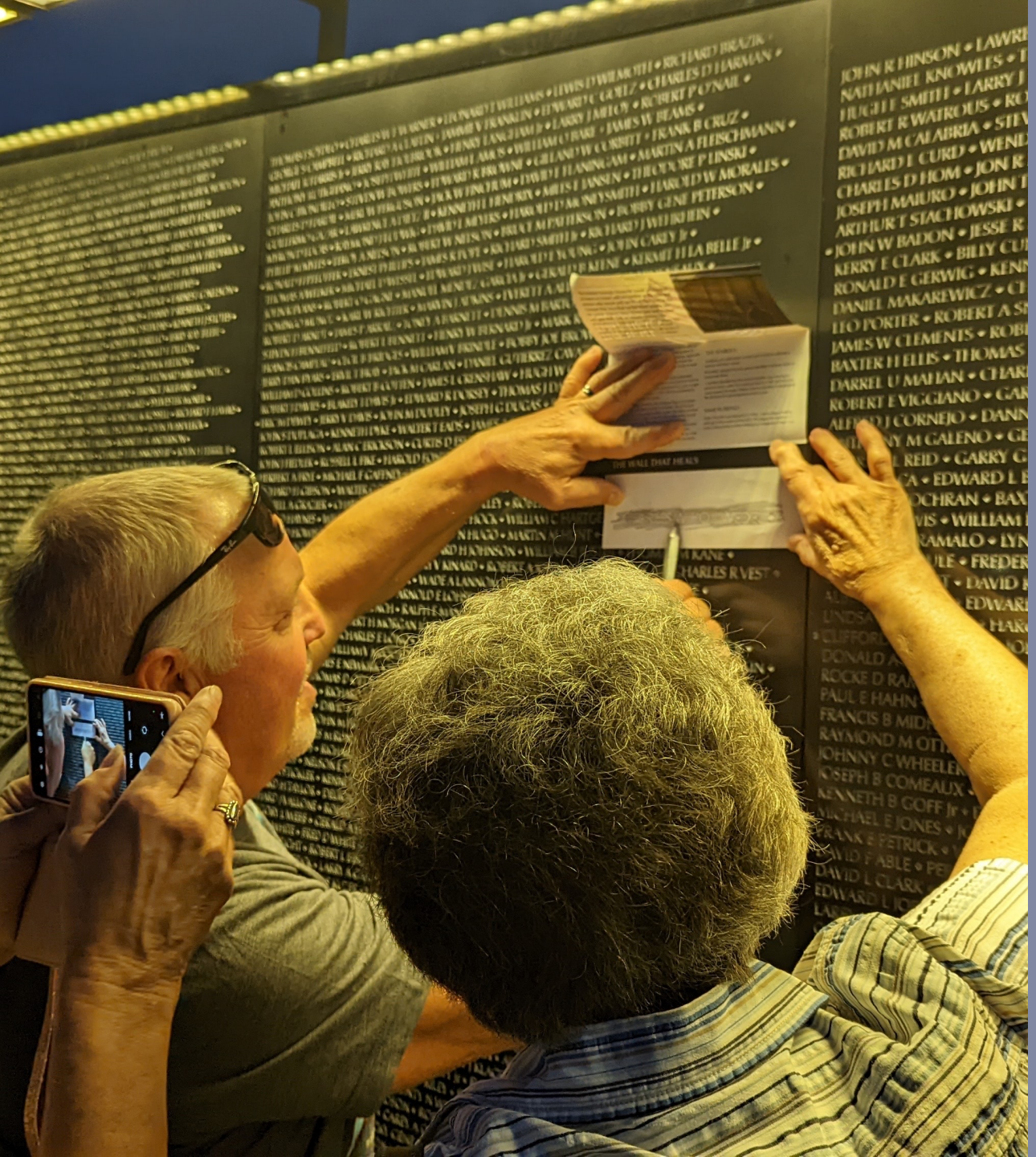
THE WALL THAT HEALS

Zoom Info Session

Promotion & Communications



AGENDA

- Introduction
- Tell your story
- Steps to begin
- What is in your story?
- Questions

HOW DO YOU GET THE WORD OUT?

This presentation will provide you with details on how to spread the word about *The Wall That Heals* and garner media coverage during its visit to your community.

DEVELOP A PLAN

1

ANNOUNCE

Announce your site with a press release

2

FOSTER MEDIA PARTNERS

Identify and establish partnerships with media (print, digital, radio)

3

DEVELOP PLAN

Identify what materials, who will create and how/when they'll distributed

4

PROVIDE

Provide your committee with TWTH talking points

5

CREATE MATERIALS

Create Facebook and web pages, produce advertising, handouts and posters

6

DISTRIBUTE

Look toward ways to distribute info in printed, advertising and other media outlets

HOW WE GET THERE

NEVER TOO SOON

Identify sponsors to donate (money or in kind) to support marketing

Seek stories related to event on print, digital and radio media outlets

Talk to your community about the event

SPECIFIC DEADLINES

(# OF WEEKS BEFORE ARRIVAL)

(14) – Save the Date Marketing

(13) – Digital website/Facebook

(13) -- Marketing plan & examples

(4) -- Finalization of site signs & programs

NEVER TOO LATE

Place materials and seek support from organizations, businesses and community.

Post stories & repost VVMF stories related to your event

YOU MUST GIVE CATHY (VVMF) AT LEAST ONE WEEK TO REVIEW & APPROVE ALL MATERIALS BEFORE THEY ARE PRODUCED

WHAT SHOULD YOUR STORY INCLUDE?

1

WHO ARE YOU?

Who is the host committee?

2

WHY ARE YOU HOSTING?

Why are you bringing it to town?

3

BACKGROUND

Background information on The Wall and ties to the community

4

DETAILS

Dates, locations and address

5

HOW TO GET INVOLVED

Sponsorship, volunteers, escort and visitors

WHAT IS THE WALL THAT HEALS?

1

THE WALL THAT HEALS

A ¾-scale replica of the Vietnam Veterans Memorial

2

MOBILE EDUCATION CENTER

Only traveling memorial to include items left at The Wall

3

HOMETOWN HEROES

Photos and names of those from the surrounding community

4

HONOR ROLL & IM PLAQUE

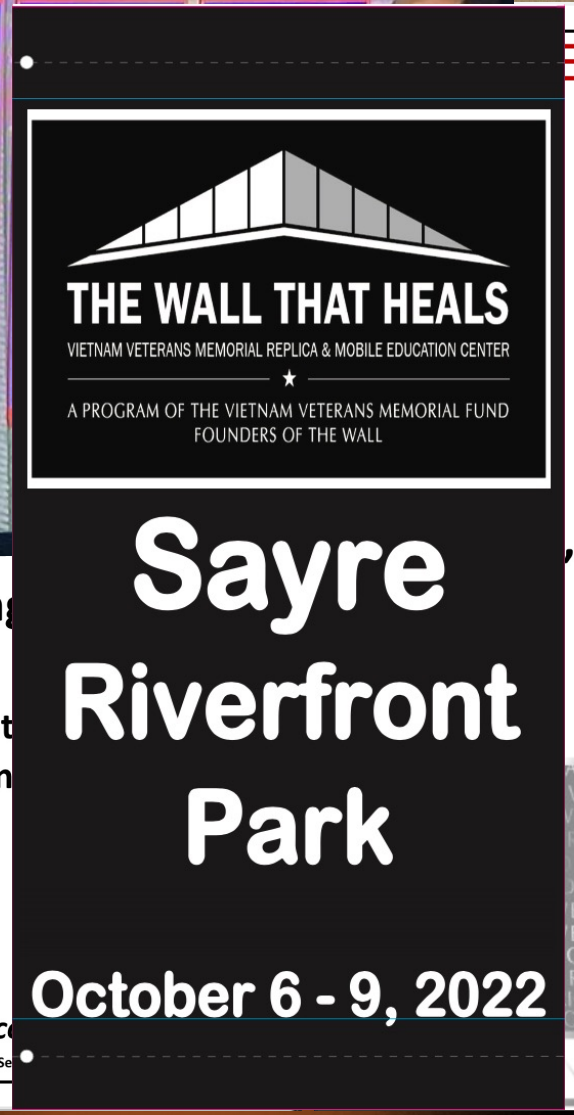
In Memory honorees are honored by the In Memory plaque & Honor Roll screens

5

VIDEOS & EDUCATION

Videos and tours about the The Memorial legacy and the war

MARKETING EXAMPLES



BANNER EXAMPLE

Note these items:

- You must use The Wall That Heals and/or the logo in its entirety
- Note the dates, year is unimportant
- Note hours – its 24 hours
- Simple and eye-catching

Ponder this:

- Which Bedford County?
- What is The Wall That Heals?
- Does it mention Vietnam?

YARD SIGN EXAMPLE

Note these items:

- You must use The Wall That Heals and/or the logo in its entirety
- Note the dates, year is unimportant
- Clear understanding of location
- You can include key sponsors

Ponder this:

- Where is Perry Farm?
- What is The Wall That Heals?
- Is the background image necessary?

FLYER/POSTER EXAMPLE

Note these items:

- You must use The Wall That Heals and/or the logo in its entirety
- Identifies the host (City of Harrison) and key sponsors
- Note the dates, AND its open 24 hours
- Lots more details but works with its placement (windows, bulletin boards, countertops)
- Explains what the exhibit is

Ponder this:

- This will be expensive; do you have a print sponsor?
- If someone were to copy, would it show?
- Using a QR code for website or more information

TABLE TOPPER

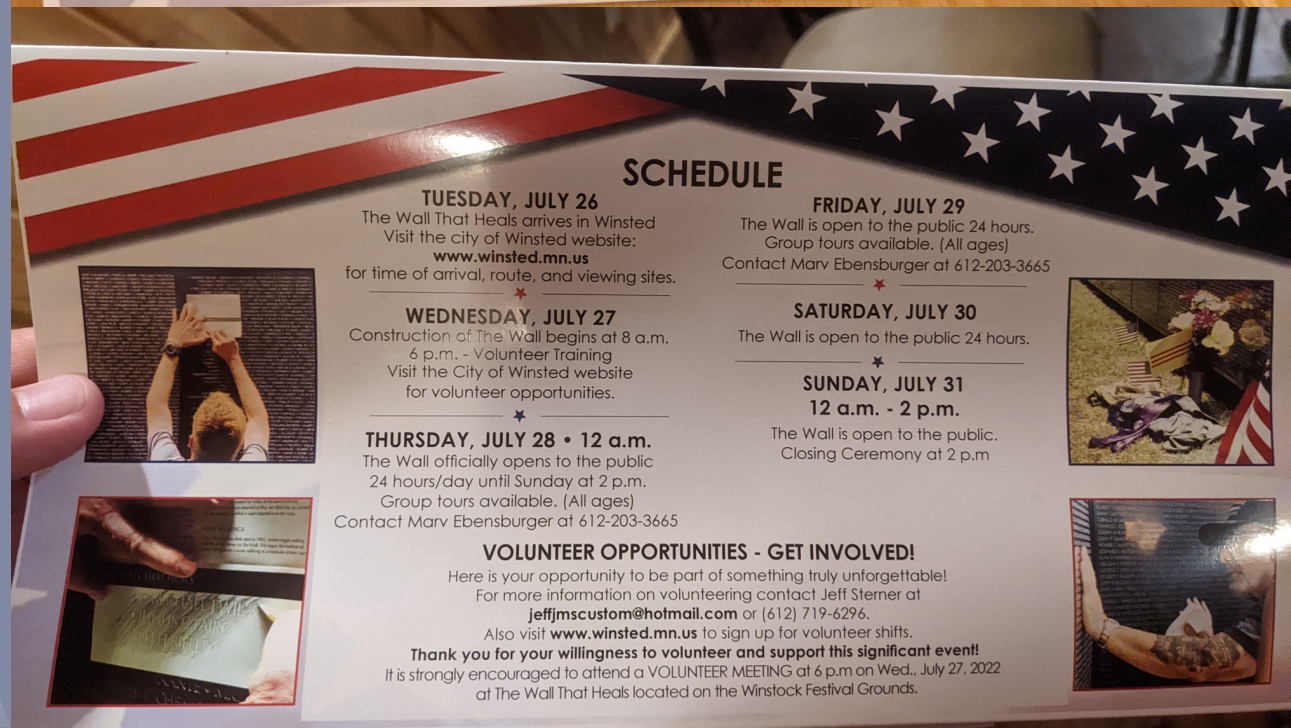
You have a "kept" audience while they wait for drinks, dinner, or service. Use it!

Note these items:

- You must use The Wall That Heals and/or the logo in its entirety
- Identifies the host and key sponsors
- Note the dates, AND its open 24 hours
- Lots of details, address, and complete schedule
- Highlights need for volunteers, sponsors & group tours

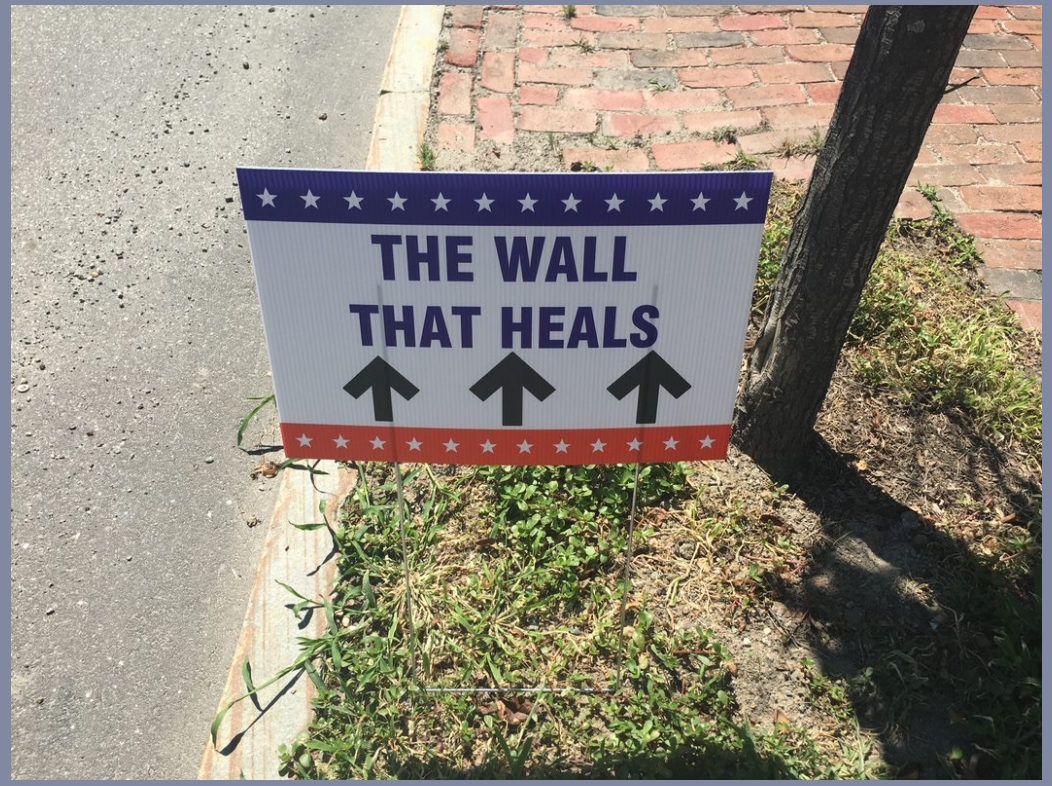
Ponder this:

- This will be expensive; do you have a print sponsor?
- How easy would it be for a restaurant, bar or hotel sponsor to say yes to display
- Using a QR code for website or more information



SPONSOR SIGNAGE

- How do you recognize your sponsors?
- Tactful and careful placement on that thousands will see



DIRECTIONAL SIGNAGE

- How do visitors find the location?
- On site, how do they navigate the park, campus or options?

SPREADING THE WORD

- Create options
  - Flyers
  - Banners
  - Posters
- Post/share on social media
  - Repost VVMF and TWTH posts
  - Tie in specific stories to your event
- Seek local coverage by print, television, and radio
- Tie in calendar dates & events
  - 50th year since 1973, Memorial Day, Vietnam Veterans Day
  - Other community events and dates
- Place materials throughout the community not just the usual places
- Never pass up an opportunity to talk about it to groups, organizations and others

WARRIORS
TO
WASHINGTON

QUESTIONS

UPCOMING TIMELINE

JAN 11	JAN 18	JAN 25
Zoom Info – Volunteers	Zoom Info – Tours, Education & Escorts	Zoom Info – In Memory & Closeout

THANK YOU

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