



Registration Party System

Creating an environment where potential Talk the TIC contestants can have fun, socialize, learn more about Talk the TIC and ultimately sign-up is a critical part of running this competition.

Step One: Decide on a time & place

- The registration party should be taking place within two to three weeks of the beginning of the competition. This is a strong, energized, final effort to register every peer and acquaintance that has been on the fence about their decision to participate in TTT.
- Ideally, you want major school leaders/figures such as your President, your Dean, or anyone on staff who has endorsed and supported the growth of Talk the TIC on your campus. So, check their schedules before you set a firm date, in an effort to make sure they can come.
- Hold the registration party in the most central, social area on campus. Work with your student services / school administration to find out what is available within the timeframe that you need it. If you are not making progress, find the decision maker you need to speak with to make things happen. If all else fails, seek the assistance of your President.

Step Two: Prepare/Update your Marketing Material

- Open the document in your marketing folder entitled "Registration Party".
- Update the area of the document with the time and place that you have confirmed.
- Open the document in your marketing folder entitled "Brochure"
- Print an adequate number of copies which you can circulate to students and administration around the campus.

Step Three: Decide on the party amenities

- Music: This is an absolute necessity. Remember, this is a party! Get music that energizes & uplifts the students who will be in attendance. Ideally, get a student

that has a background as a DJ, or someone that is simply passionate about putting some good music together that can be playing in the background throughout the party. You will also want a PA system if at all possible. Speak with your audio/visual department on campus to arrange this.

- Food / Beverage: This is optional, but food is always a major draw – particularly if you host this event at lunch-time.

Step Four: Marketing

- Leadership Endorsement: Speak with the leader(s) who have formally endorsed TTT on your campus and work with them to determine how they can best promote the registration party on your behalf. Set aside 5-10 minutes that they will be on the microphone speaking about the various benefits and advantages of competition in Talk the TIC.
- Posters / Flyers: Distribute the registration party flyers at least one to two weeks out. Distribute them wherever you possibly can, while abiding by any campus rules or regulations concerning student event promotion.
- Student Council / Student Government: At least two weeks before the registration party, make sure that your registration party gets on the calendar with your student council / student government. This will allow the class representatives who report to student council to circulate the news to their respective classmates.
- Classroom Announcements: The week before the registration party, team up with the teachers who are most supportive of Talk the TIC and find out when you can make announcements at the beginning of their classes. To do this effectively, you will need to delegate classroom announcements to one or two of your assistants.
- Student Newspaper: Depending on the frequency of circulation, if you are able to write an article which will release before the registration party, this is a great opportunity to market both the registration party and the competition as a whole. Use the various marketing materials in your marketing folder, along with the particulars concerning how the competition will take place on your campus, to write the article.
- Video: If there is a central audio/visual display on campus, create a video with the assistance of your audio/visual department. Ideally, you want to create a video where you are personally sharing the details of the registration party. If that is not possible, simply place the details on a slide with the official Talk the TIC logo.
- Facebook: Create an event listing on facebook which you can send to all your peers. Post it to the Official Talk the TIC fan page. Facebook can be a great medium if you use it well.