Planning and Implementing Promotion campaign

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WEDC
Deciding on the promotion strategy

- **Pre-launch activities**
  - Identification of entertainment groups
  - Rehersals for Road show
  - Press release
  - Special invitation of landlords/ladies using PAS.
  - Launch logistics
  - Posting of posters, erection of billboards and distribution of launch fliers.

- **Launch event**
  - Road show
  - Drama and Dance
  - Introduction of trained fundis
Education, training, research and consultancy for improved planning, provision and management of physical infrastructure and services for development in low- and middle-income countries, focusing on the needs and demands of the poor.

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