

While Americans for the Arts is marketing Creative Conversations on a national level, registrations for your event will be strongly impacted by the marketing you do in your community. Here are a few suggestions:

- Use our customizable promotional letter to send information to your e-mail lists and listservs. If you do not have a list of local arts leaders and organizations, contact your local arts agency or arts membership organizations (theater associations, visual arts networks, music societies, etc.), and ask them to send the notice to their constituents.
- Send our Swiss cheese press release to local media outlets—print and electronic—to alert them about your Creative Conversation.
- Use our customizable flyer (or create your own) to post on community bulletin boards or hang up in arts centers, coffee shops, local colleges and universities, theaters, etc.
- List your event in alternative weekly papers, community papers, neighborhood newsletters, etc. Many of these outlets allow you to list for free.
- Post your Creative Conversations information in a prominent place on your organization's website, and send us the link so we may add it to ours.
- Use [Google's Blog Search](#) to find local-interest blogs that feature daily event listings.
- Post a community event on [Evite](#), [Craig's List](#), and other electronic message boards.

We find that word of mouth is still the most effective marketing tool. So tell your friends and colleagues to tell their friends and colleagues about your Creative Conversation.