
ROUNDTABLE PROMOTION

LEARNING OBJECTIVES

As a result of this training experience, all participants should be able to:

1. Plan effective promotion strategies for monthly roundtable program themes.
2. Analyze roundtable attendance, set attendance goals, and develop and carry out a plan to promote roundtable attendance.
3. Recognize various methods of promotion.

MATERIALS, EQUIPMENT, AND RESOURCES

Woods Wisdom, Troop Program Features, No. 7262

Boy Scout Roundtable Planning Guide, No. 72631

Postal bulk-rate mail procedures

Audiovisual aids, as needed, such as: flip chart; overhead projector; screen; 35mm slides; chalkboard

LOCAL COUNCIL HANDOUTS

Roundtable News Release

Roundtable Promotional Fliers

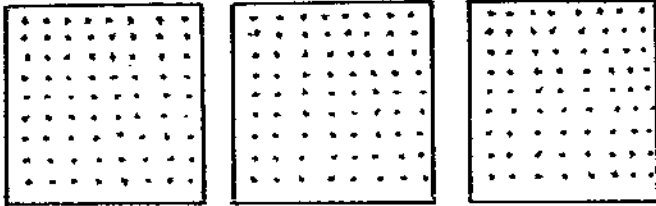
Copies of District/Council Newsletter

Bulk-rate mailing information

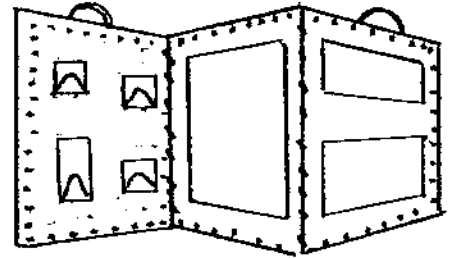
PROCEDURES

1. Select an appropriate training method and training aids that will best accomplish the learning objectives.
 2. Use methods that will involve all participants.
 3. The time available for this session should be approximately 30 minutes.
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PORTABLE DISPLAY PANELS

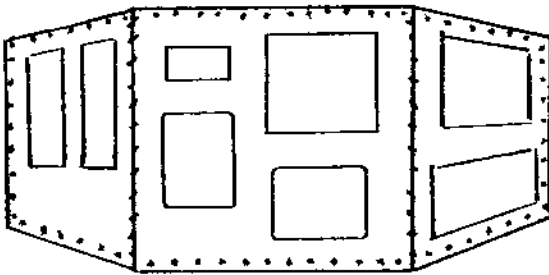


Lace together three pieces (24" x 24") of pegboard with 60" boot laces.

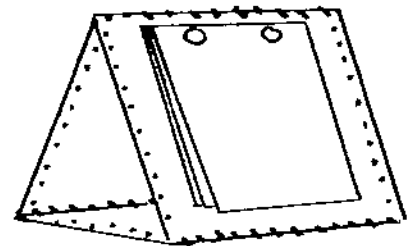


Zig-Zag Position

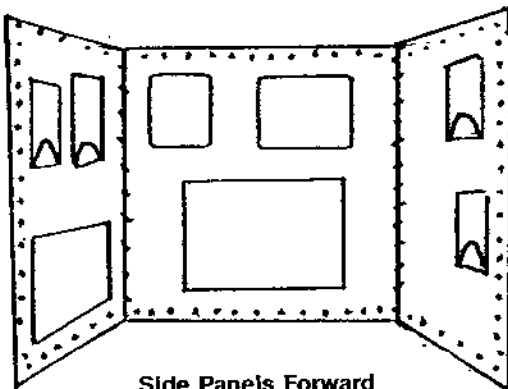
Use for literature display with wire book holders made from coat hangers.



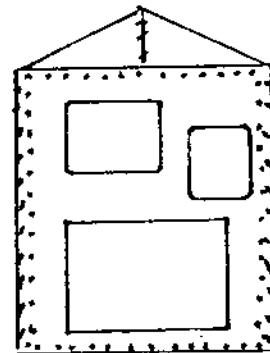
Center Panel Forward



Use in side position as easel for flip chart. Fasten flip-chart pages to panel with paper fasteners.



Side Panels Forward



Upright Triangle

Portable display panel can be folded easily for transporting and storage. Attach rope handle if desired.