



ASHRAE DISTINGUISHED LECTURERS PROGRAM MEDIA KIT

You've done the hard work - you've coordinated with your Chapter, RVC, and DL to put on a high-quality Chapter program. Now make sure attendance is high for your event! Below are some ideas on how to promote your DL Visit and increase attendance.

- ❖ Put notification of the DL visit in your Chapter newsletter and on your Chapter's website and social media pages.
- ❖ Put up flyers at event location. See sample flyer below.
- ❖ Reach out to both area assigned members who don't normally attend meetings and non-members in your area. DL visits will often be of interest to a larger number of people, so a separate email notification regarding an upcoming DL will serve as great outreach. ASHRAE Headquarters has DL brochures available if you wish to use them to assist in outreach.
- ❖ Consider working with your Student Activity Chair and promote to your local student branches. Put up flyers at Universities, Colleges, and Schools in your area.
- ❖ Send an email reminder to confirmed attendees one week before the DL visit. Also send out a "last chance" email to both Chapter members and non-members.
- ❖ Send flyers to other related organizations and request that they include material in their newsletters and/or member emails. Some organizations to consider are:
 - SMACNA
 - IEEE
 - USGBC
 - MCA
 - AIA
 - Related trade organizations
 - Government agencies (Building Inspectors, Fire Inspectors, Development permits, Minister of Energy, Minister of Environment)
- ❖ After the event, promote your successful DL visit on your Chapter's website, social media pages, and newsletter.



ASHRAE DL Program

In Association with ISHRAE Deccan Chapter



ISHRAE Deccan Chapter



Title : Commissioning of the built Environment

Speaker : Mr Ross D. Montgomery, P.E., CxA,
Fellow ASHRAE, ASHRAE Certified CPMP
BEAP, BEMP, HBDP



Organized by: ASHRAE DECCAN CHAPTER

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Venue: Hotel: Royal Reve, March 17th 2015, Time: 09:00am to 01:00pm