

CHAPTER EDUCATION SYSTEM

Guidelines for Marketing Your School

1. Identify your target audience (local chapter members, industry members in the area)
2. Develop promotional materials detailing:
 - Classes offered
 - Date of the school
 - Location
 - Pricing
 - How to register
 - Contact information
3. Distribute information to targeted audience by:
 - Phone
 - Fax
 - E-mail
 - Submit to webmaster (webmaster@dhi.org) for posting on chapter page at www.dhi.org