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Creating An Effective Event Flyer

 From fundraisers to festivals and political rallies to poker runs, all of these events share at least one thing in common: a need to advertise. For many events, the most effective and inexpensive way to advertise is through flyers. Although flyers can range from black and white Xeroxed copies printed at home, to full color leaflets designed by a professional, there are certain key features that are essential when creating a flyer that is truly effective. Specific elements to consider when designing an effectual announcement for your event include the colors, font, text, images, and information used. By effectively combining these elements, a flyer can be created that achieves the primary goal of this genre: conveying a memorable or effective message in a very short period of time.

Authors of event flyers are wide-ranging, as this is a genre that can be used for many types of activities. Individuals, businesses, organizations, and various other groups all may find themselves in need of advertising for specific events. Their flyers may target other members of their group, potential or current customers, or total strangers. Because the audience is so broad, the key elements to a successful flyer are also generally broad and meant to appeal to a large audience. Visual elements tend to utilize techniques and assumptions that have been found to be common in our society, such as the psychology behind specific colors. The included information in an event flyer tends to be very factual, not subjective, often providing information that is not subject to interpretation, such as the date, time, and location of the event or what the purpose of the event is.

One interesting feature of event flyers, is the separate roles that the visual and textual elements play. In many written genres, the syntax and tone help to induce certain emotions that the author is trying to evoke. In event flyers however, the written aspect is generally more concise and factual while the visual elements, such as graphics and color, play a stronger role in generating the feelings that the author is trying to create. For this reason, it is very important to ensure that the visual and textual elements of your flyer complement each other, and are both working together to convey your message.

When creating a flyer to advertise an event, you must first decide what message you intend to send. Are there specific emotions that you would like to stir up in your audience or is your main objective merely to provide information? Once you have answered these questions, you can decide how important the visual aspect of your flyer will be, and how much attention the reader should pay to this aspect. Also to be considered, is the pertinent information that you need the reader to know.

Let us take, for example, two different types of event flyers that are common to the genre and analyze the common elements of both, as well as the different ways that they incorporate the visual and textual aspects. The first type of event flyer is for a club-style theme party being held for a Hellenic organization. We can assume the target audience is going to consist mainly of college students, as the location of the event and marketing are both on the campus of the University of Manchester. The visual appeal in this flyer is very strong as it utilizes both graphics and bold colors to reinforce the message. As is the case with many flyers, the information provided is very concise and characteristically lacking of emotion or subjectivity. The author relies on the visual aspect to make an appeal to pathos and the textual aspect to provide pertinent information.

The second flyer that we will examine advertises a Halloween fundraising event being hosted by a pet supply store. Again, we see the use of color plays an important role in evoking certain emotions. Although the images play a lesser role in this flyer than in the theme-party flyer, they still serve to reiterate the general message, which is that the purpose of this event is to celebrate Halloween and involves pets. The information provided is more detailed than the theme-party flyer, relying more on an appeal to logos with the pathos appeal being secondary. In both flyers however, the same general information is included (who, what, when, where, why) and both utilize concise sentence fragments that convey the important information very briefly. This allows the flyer’s author to deliver specific information and evoke the desired emotional response relevant to the advertised event. By first determining the message and feeling that you want your flyer to convey, and second understanding how to best utilize the elements involved to most effectively convey that image, you can successfully create a flyer that will potentially generate a very positive response for the event you wish to advertise.

Now that we have examined the purpose and function of this genre, let us next take a look at the specifics of how to create an event flyer that achieves your marketing goal. When designing the layout and look of your flyer, it is important to consider each of the key elements and understand what is effective and what is not. These elements include color, graphics (images), font, text, and included information. Below, we will examine each of these elements in use by considering our two flyer examples more in-depth.

 First, let us consider color. Although bold shades might be the most eye catching choice, even black and white can be effective, if used properly. For instance, since the eye is automatically drawn to white lettering, featuring your headline in a white font against a black background can make a bold visual statement (http://www.wikihow.com/Design-an-Event-Flyer-That-Gets-Attention). If you are able to use color in your flyer, be mindful of the effect that the colors you choose will have on your reader. Take, for example, the theme party flyer: the use of red and black as the main color scheme conveys a psychological message of power, sexuality, and passion. In the Halloween event flyer, the author is able to generate warm, pleasant emotions by utilizing yellow and orange in the flyer background, as these colors are considered to be the happiest colors of the spectrum. If color flyers are too costly, another possible less-expensive option for incorporating color into your flyer is to print your black and white message on colored paper.

 The next consideration in the design of your leaflet is what images to include. Much like your color options, graphics can range from simple free clip-art to custom-designed images tailored to your needs. The key factors here are that images be clear, relevant, and relatively few in number. A common mistake that is often made is to inundate your flyer with too many images, confusing the eye and diluting your message. One clear image is much easier to focus on and, if chosen wisely, can convey a lot of information about your message with just one look. Ensure that the final resolution of your image is high enough that it will not be blurry or pixelated. Recommended resolution for printing is a minimum of 300- 400 dpi (dots per inch.) When choosing your image, make sure the message that it is sending is complimentary or reinforcing to the text. For instance, you would not include an image of a glass of wine or bottle of champagne if you want to advertise a “family-friendly” event or one where alcohol would not be served. Using the theme-party flyer as an example, the image of flames serves to emphasize this message, connoting the heat of passion and desire.

 Another important element of your flyer is the text. A great tip to keep in mind when choosing which information to include, is that less is more. Try to minimize the amount of text that is needed to communicate what is relevant to your readers. Short, concise sentence fragments are found to be most effective, as they can be read and processed very quickly. Also, consider the wording that you choose. Avoid cliché’s and try to be imaginative when describing your event. When deciding on your text, the same concepts apply to font. Minimize the number of different fonts to two or three and try to use only one font that is decorative or eye-catching. Also be sure that the font that you choose for your event information is easily legible from a distance.

 The last, but certainly not the least, element of your flyer is what information to include. No matter how eye-catching or memorable your flyer is, if the relevant information about your event is not included, participation or attendance will suffer. Often times, this information will include the basics, such as date, time, location, host (group, individual, organization, etc.), who is invited, the purpose of the event, and contact information.

By taking each of these elements into consideration, then incorporating them into your flyer, you can effectively create an event flyer that will be both eye-catching and memorable, and is sure to increase participation and attendance.