



MARCH 30-APRIL 3, 2022

# MARKETING THE 2022

# ASGPP CONFERENCE

HELP GET THE WORD OUT!



# FOUR WAYS TO PUBLICIZE THE CONFERENCE



## 1 INVITE

Extend a personal invitation to friends, colleagues, students, trainees and other interested people to attend the 2022 online conference of the American Society of Group Psychotherapy and Psychodrama. Tell them it is an exceptional opportunity to become inspired by and connected to psychodrama, action methods and embodied learning.

## 2 INCLUDE ON THE WEB

List the conference, conference logo and links on your website, especially on your home and events pages. Make it easy for people to find info, including early bird specials, discounts and news. Use ASGPP link.

## 3 POST, LIKE & SHARE

Post, like, share and comment about the conference on your favorite social media like Facebook, LinkedIn, Twitter, Pinterest and Instagram. It's a quick and easy way to communicate to your circle and something you already do.

## 4 BE CREATIVE!

Might be blogs, podcasts, Facebook Live, online or on-air radio, television, e-letters, taglines on handouts -- ways that are uniquely you. You are contributing to growing the psychodrama community and the conference and informing people about your business or organization. Good for you and the conference!



# WE'LL HELP.

We have resources.

**Just go to [www.asgpp.org](http://www.asgpp.org)** and find the "Press & Media" tab. On this page you will find:

- Announcements
- Press releases
- Graphics
- Photos
- Conference logos
- Full-page flyers
- Other useful information

All are available for you to download or cut and paste and use in your own materials and share with others.

**To download a photo or a graphic**, right click and "save as" to a file in your computer hard drive.

**On your phone or tablet**, you may save a photo or graphic by touching and holding the image and then clicking on "save photo." Feel free to add to, embellish or modify the text if you want to make it your own for your e-letters, messages and other communications.

Thank you!

The ASGPP Publicity & Marketing Committee  
& KAREN CARNABUCCI, LCSW, TEP

# PUBLICITY IDEAS.

Here are some ideas to make it **easy to publicize the annual conference** of the American Society of Group Psychotherapy and Psychodrama:

Post the announcement of the conference on your **website** on the events page.

Better yet, make a **banner headline** on your website's home page.

If you are a presenter, list the **title of your presentation on your website** and tell why it's important for people to learn about and how it will help.

Write a **blog** on your website about the day you discovered psychodrama.

Put details about the conference in your **e-letter** and tell why you're attending.

March is Social Work Month. Offer a **free or low-cost one-hour psychodrama training** or session and mention the conference.

Send a **press release** to your local newspapers, radio station, TV station, cable station or other news outlet. Volunteer to be interviewed about psychodrama and its value.

Pitch your idea to a **podcast** host and talk about the conference -- and why you're excited about the psychodrama, especially in the age of COVID.





# EVEN MORE IDEAS.

Use your smart phone to make a **short video** and post on Facebook, YouTube, Instagram, Twitter or Tiktok about the conference and why you're going. Wear a silly hat.

Use your smart phone to make a **live video** on Facebook or Instagram.

If you are a trainer (PAT or TEP) make sure your **trainees** know about the conference and the **student rate**.

Take a **fun photo of your training group** looking excited about the conference and share, post and email.

Post on **LinkedIn** feed and if you are a member of psychotherapy, psychology, creative arts, theater, etc., groups, post on those group forums as well.

Share conference information and excitement on conversational apps like **Clubhouse** and **Quilt**.

Use **#hashtags** to draw extra attention to psychodrama and the conference for people who are not necessarily tuned into our world. Some good hashtags might be #psychodrama #sociodrama #psychodramaconference #actionmethods #theatertherapy #trauma #alternativepsychotherapy #addictions #eatingdisorders #sociodrama #drama #cecredits #creativearts #creativetherapy #socialjustice #playbacktheatre #coaching



# MORE RESOURCES.

According to Eventbrite, more than 25 percent of all traffic to event registration forms comes from **social media**.

Zen Media ([zenmedia.com](http://zenmedia.com)) recommends that we must create a solid social strategy to get your event in front of as many users as possible, from as early as possible before the conference, all the way through until it's over. Ideas:

**Look for images to post. If you're at a loss for images, share photos from:**

- Speakers' past events (with their permission, of course)
- Images of influencers who've confirmed attendance
- Short videos of your staff or trainees talking up the conference or walking viewers through some of their prep.

Also:

Go to **Pinterest** ([pinterest.com](http://pinterest.com)) and search "event marketing" and "conference marketing."

Learn how to **write a press release** and get other promotional ideas by subscribing to the e-letter Publicity Hound by Joan Stewart ([publicityhound.com](http://publicityhound.com)).

Check out Tamara Suttle ([tamarasuttle.com](http://tamarasuttle.com)) who advises people on blogging, marketing and other promotional planning.

# ONLINE RESOURCES

To thank you for your help in marketing the 2022 annual conference of the American Society of Group Psychotherapy and Psychodrama, we're gifting you with a few extra resources:

**canva.com** This e-book was created on Canva, where you can find templates for social media use, posters, covers, magazine layouts and more. There is a free version and a paid version; This e-book was created with the free version.

**quotescover.com** Easily create colorful graphics for social media and other online needs with this free feature. See quotes at right as examples.

**animoto.com** Make free videos for up to 30 seconds; you can purchase plans to make longer videos.

## Press releases

[newswire.com](http://newswire.com)

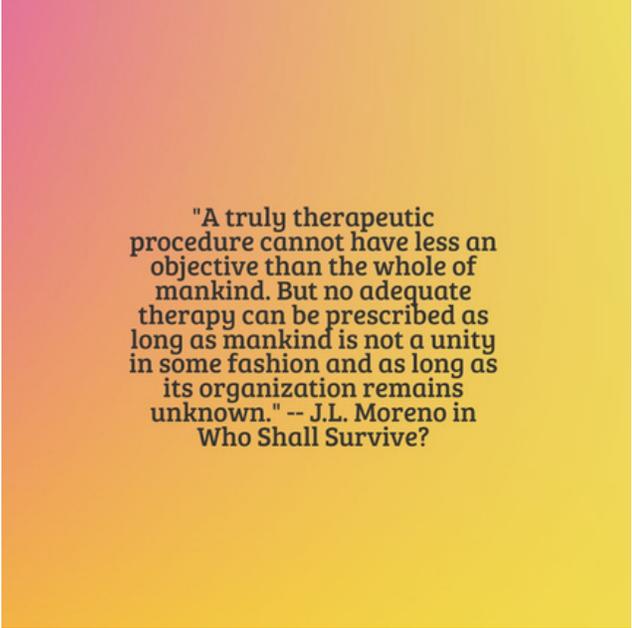
[onlineprnews.com](http://onlineprnews.com)

[1888pressrelease.com](http://1888pressrelease.com)

## For fun

Online giveaway [rafflecopter.com](http://rafflecopter.com)

[miniwebtool.com/random-name-picker](http://miniwebtool.com/random-name-picker)



"A truly therapeutic procedure cannot have less an objective than the whole of mankind. But no adequate therapy can be prescribed as long as mankind is not a unity in some fashion and as long as its organization remains unknown." -- J.L. Moreno in Who Shall Survive?



"IT TAKES  
COURAGE TO  
LIVE." --  
ZERKA  
MORENO

# PHOTO RESOURCES

Looking for photos to make graphics or to use for your blog or web site?

These sites offer free photos with "no strings attached," meaning that you can ethically use the photo without attribution.

- [pexels.com](https://www.pexels.com)
- [istock.com](https://www.istock.com)
- [freedigitalphotos.net](https://www.freedigitalphotos.net)
- [dreamstime.com](https://www.dreamstime.com)
- [morguefile.com](https://www.morguefile.com)
- [foter.com](https://www.foter.com)
- [nappy.co](https://www.nappy.co)
- [pixabay.com](https://www.pixabay.com)
- [gratisography.com](https://www.gratisography.com)
- [unsplash.com](https://www.unsplash.com)
- [createherstock.com](https://www.createherstock.com)
- [kaboompics.com](https://www.kaboompics.com)

Be sure to read user's guidelines to confirm that the requirements for use have not changed. At right, examples of free photos downloaded from [pexels.com](https://www.pexels.com).



# WHERE TO ANNOUNCE

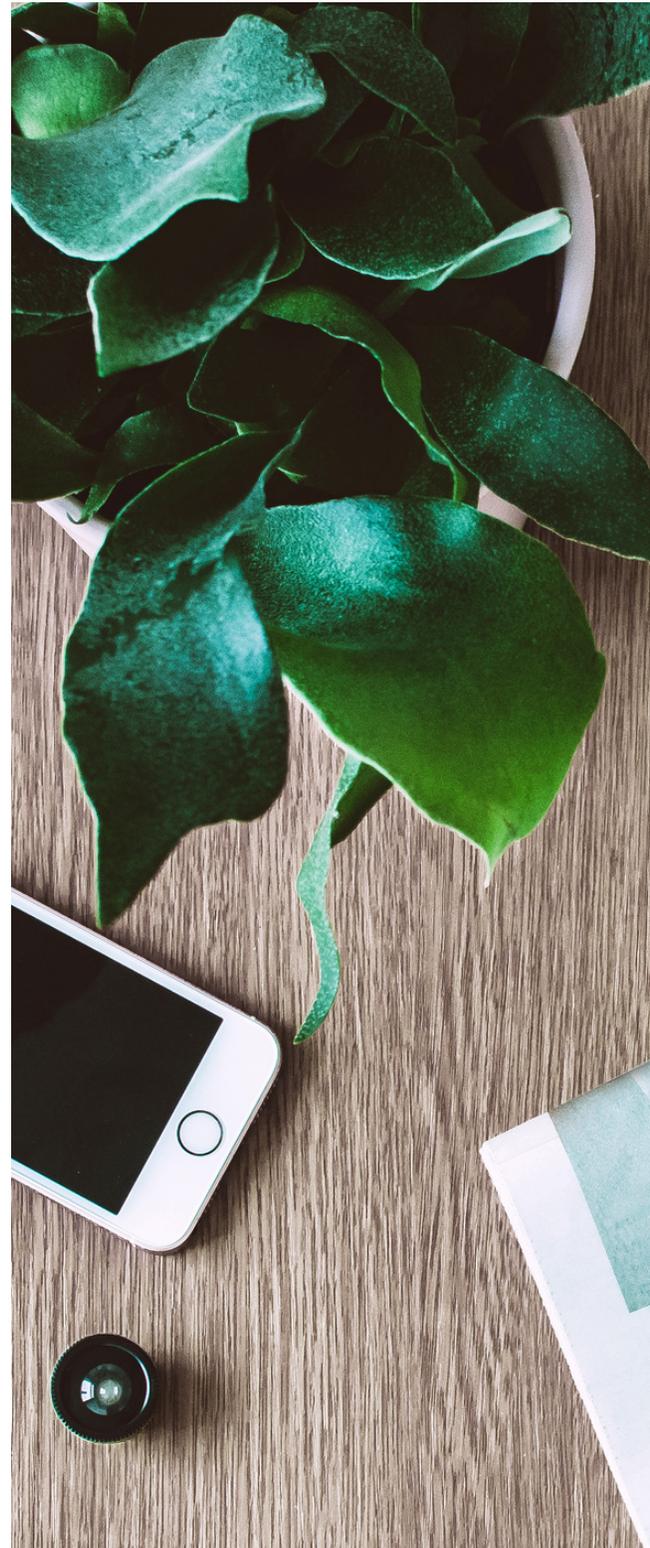
- Alternative healing centers & schools
- Alternative practitioners
- Acting studios & theaters
- Alternative & independent book stores
- Artists and art studios
- Baha'i centers
- Churches of all denominations
- Colleagues & friends
- Community centers
- List serves of your organization(s)
- Libraries
- Local radio stations
- Local television stations
- Local tribal offices or tribal organizations
- Mosques
- Mental health counseling centers
- Meditation centers
- Networking events
- Psychology department heads at local colleges and universities
- Social media
- Social welfare administrators
- Social work department heads at local colleges and universities
- Synagogues
- Teachers' lounges
- Theater department heads at local colleges and universities
- Websites of professional organizations



# WRITE A MEDIA RELEASE

If you are writing a press release for your local media (online news, newspapers, radio station or television station), here are suggestions for best results.

- If you have a contact in the media, go to that person with your news idea.
- Otherwise, find out where to send your news announcement and how the news venue likes to receive it. Typically, e-mail is preferred.
- Write who, what, when, where and why this is news.
- Send news in body of e-mail, rather than by attachment.
- Be sure to find out the preferred deadline. Depending on the venue, it may be three days to a week or more before publication, broadcasting or posting (if daily) and even longer if there is weekly, biweekly, monthly or quarterly.
- Proofread mindfully and check spelling.
- Include your contact information if there are questions about your news.



# FOR ONLINE CALENDAR

## To list your event in online venues

- Use your favorite search engine to search out online events listings in your community if you don't know where they are. For instance, if you live and work in Bergen County, N.J., place the words event+listing+Bergen+County+NJ in the search window.
- Typically these sites have fill-in-the-blank forms to list your event.
- Make sure you have all the information that is needed --who, what, when, where, why.
- Include your website address and/or e-mail address so viewers know how to contact you. If you are listing an ASGPP event, use the website address [www.asgpp.org](http://www.asgpp.org) and the standard email address of [asgpp@asgpp.org](mailto:asgpp@asgpp.org).
- Follow listing instructions carefully.
- Proofread and check spelling before you tap "submit."

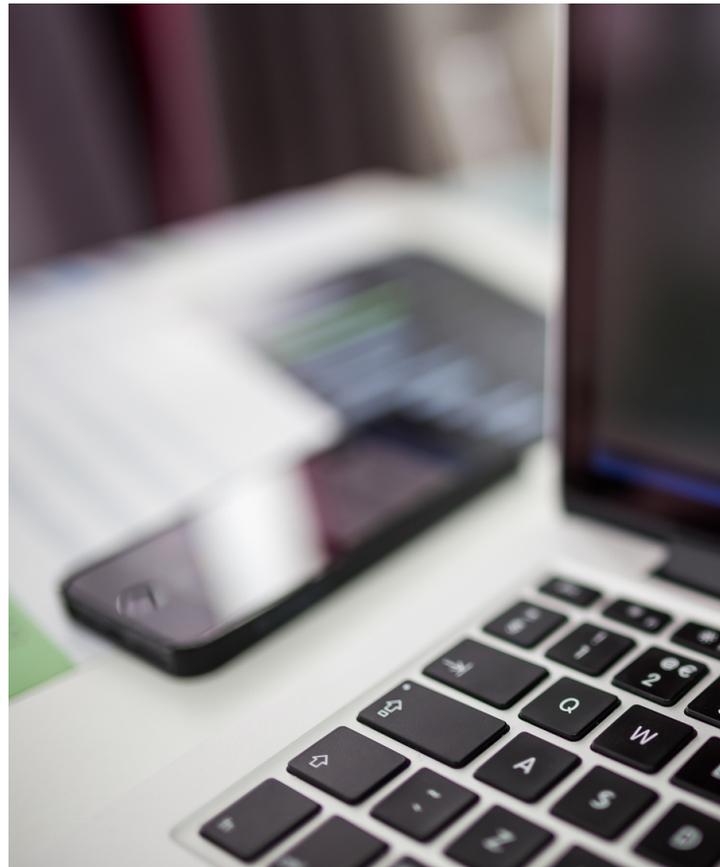


# PLACES TO BLOG

- [altnet.org](http://altnet.org)
- [attn.com](http://attn.com)
- [expandedconsciousness.com](http://expandedconsciousness.com)
- [goodmenproject.com](http://goodmenproject.com)
- [greatist.com](http://greatist.com)
- [healmyptsd.com](http://healmyptsd.com)
- [higherperspectives.com](http://higherperspectives.com)
- [huffingtonpost.com](http://huffingtonpost.com)
- [mindbodygreen.com](http://mindbodygreen.com)
- [mindvalley.com](http://mindvalley.com)
- [mnn.com](http://mnn.com)
- [myempoweredworld.com](http://myempoweredworld.com)
- [nationalpsychologist.com](http://nationalpsychologist.com)
- [onewiselife.com](http://onewiselife.com)
- [recoveryexperts.com](http://recoveryexperts.com)
- [socialcare.com](http://socialcare.com)
- [socialworkhelper.com](http://socialworkhelper.com)
- [theestablishment.com](http://theestablishment.com)
- [thefix.com](http://thefix.com)
- [thegreatist.com](http://thegreatist.com)
- [themindsjournal.com](http://themindsjournal.com)
- [tut.com](http://tut.com)
- [wake-upworld.com](http://wake-upworld.com)
- [medium.com](http://medium.com)
- [linkedin.com](http://linkedin.com)

**Be sure to read writers guidelines carefully** to learn about sites' blogging requirements.

Sometimes it takes some searching on the site to locate this info.



# TO THANK YOU...

**Thank you** for the service that you are doing to share the 2022 American Society of Group Psychotherapy and Psychodrama and grow the psychodrama community.

To express our appreciation, we offer:

- This **marketing e-book** for you to use and share however you wish, both for the ASGPP conference and for your own business, training institute, school or non-profit organization. Feel free to share with your trainees, students and interns so they can help spread the psychodrama message.
- Our **deepest gratitude** for your service in expanding the psychodrama community in the United States and around the world.



# THANK YOU, VOLUNTEERS

**Thank you** to the volunteers who have been marketing partners for the 2022 American Society of Group Psychotherapy and Psychodrama:

- Karen Carnabucci
- Shelley Firestone
- Brittany Lakin-Starr
- Peg Lane
- Kate Merkle
- Elaine Sachnoff
- Daniela Simmons
- Tina Stanojević
- Tzivia Stein-Barrett
- Patty Phelps
- Rebecca Walters
- And more (if we do not have your name listed, please let us know of your involvement, and we will add you to this list. Write [realtruekaren@gmail.com](mailto:realtruekaren@gmail.com))

