

3 Easy Promotion Steps

1. **Coordinate a local group** to do a public benefit fair or some other kind of event. Establish certain areas of responsibility that can be delegated to others, but establish a key person to oversee the projects.

2. **Contact local media** and inform them about World Reflexology Week and what local activities are planned. This can be done through news releases, try to schedule an interview with the media - television or radio, submit an article to the newspaper or local magazine, volunteer your time to a special public event planned that same week.

3. **Establish a reflexology network** and have several reflexologists do a joint ad in the newspaper offering a discount for the week.

Why get involved?

Exposure! A successful business is based upon filling a need and marketing that service. Participation in community events is an excellent way to:

Gratification! Feel satisfied knowing you have joined together with reflexologists worldwide to spread the benefits of reflexology... for a healthier world.

Participation Guide

Decide what promotional event you want to organize and participate in.

1. **Set a date** for your event.
2. **Budget.** Include all materials, printing and mailing, any worker's fee, rental space, licensing, and advertising. Allow more money in your budget than you think you will spend.
3. **Time.** Give yourself enough time to prepare, properly promote and operate your event smoothly. Mistakes happen when people get rushed.
4. **Promotional Materials.** Print enough promotional materials, (posters, coupons, business cards, etc).
5. **Event Materials.** Have all the supplies you need for your event: tables, chairs, blankets, sheets, towels, hand cleaners, flyers, booths, food and beverages, etc.
6. **Licensing.** Have the proper licensing required to operate your event.
7. **Space.** Allow yourself enough space for the public to move freely during your event.
8. **Advertise** your event in local newspapers, magazines, radio, television, community bulletin boards, markets and local businesses.
10. **Workers.** Make sure you have enough people to help your event run smoothly.
11. **Take pictures** of your community event and reflexologists working on the public.
12. **Document** all you do and write up a report detailing the event, the names of local reflexologists who participated, the group to whom your services were provided, the size of the event, and the response from the community. Send a copy of the report to ICR.

ICR's Tenth Annual



World Reflexology Week

September 18-25, 2011

Global Awareness

Together we can promote greater public awareness of reflexology around the globe. The International Council of Reflexologists has developed this promotional package for its members and reflexology organizations world wide to celebrate World Reflexology Week, the **last full week of September** each year.

To spread public awareness will require an active participation from ICR members. The benefit of this awareness is beneficial for everyone.

It will generate more health conscious minds, a greater understanding for holistic and complementary health care, and more successful businesses for today's professional reflexologists.

We hope you will plan at least one activity and schedule it sometime during the last week of September so you can be part of this global awareness. Help spread the good news about the benefits of reflexology!

World Reflexology Week Participation Guide

The following is a guide for promotional ideas to help promote World Reflexology Week. Remember to promote your events with the local media (newspapers, magazines, radio, television, etc).

Demonstrations. Set up a small booth or work area and give 10-15 minute sessions in places like:

- health food stores
- health and fitness clubs
- farmer's markets
- shopping centers
- book stores
- coffee shops

Pre-arrange special sessions of 10-30 minutes with local groups, organizations, businesses and events in advance, like the following:

- nursing homes
- police, fireman or rescue teams
- convention groups
- women's or homeless shelters
- hospices for the terminally ill
- veteran's hospitals
- spas, resorts or hotels
- bed & breakfasts
- corporate business (for employees)
- college campuses
- local tourist attractions
- fund-raisers (races, walk-a-thons)
- cultural events
- local mum's club, etc.

Have an Open House Day to show the public your office. Have some healthy food & beverages, plenty of literature on reflexology and your practice, and give out discount coupons.

Give a Seminar on reflexology to educate the public about the benefits. Hand out flyers and give a hands on demonstration.

Athletic Fundraisers: Volunteer your services for the athletes that participate in charity events like road races, bike races and walk-a-thons.

Senior Citizens: Volunteer your services at senior centers, assisted living facilities & nursing homes.

Environmental Support: Donate a percentage of your income & solicit funds to benefit a local environmental cause.

Local Charities: Look for local events to promote awareness of the healthy benefits of reflexology. Offer your services for free to local charities, donate proceeds or give relief to care givers.

Referral Special: Offer client incentives to refer new clients during World Reflexology Week.

Collect donations: Coordinate volunteer efforts to collect donations and useful items for shelters.

Give away inexpensive marketing items that are related to reflexology and have your business information (name, phone, address) on it.