



I'M SAFE!

17 Ways to Engage Your Audience

Health Fairs & Safety Events

Give people a reason to stop at your exhibit! The more senses you can engage— visual, auditory, kinesthetic— the more likely people are to remember your campaign and engage in safer behavior. Here are 17 ideas that will make your exhibit stand out.

1. Turn heads with an eye-catching display;

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click here for easy pop-up graphics, customized for your campaign.

2. Run a contest. For example, who can get the fastest time for correctly fitting a bike or buckling a life jacket on a child?

3. Start a conversation . . .

- Are you familiar with our organization (or campaign)?
- What caught your attention about our exhibit?

4. “Tweet This . . .” Provide a list of fun fact tweets people can send from your table.

5. Post entertaining signs around the event to direct people to your exhibit.

6. Do a demo: Show how to install a car seat or fit a bike helmet or select a child’s life jacket or change smoke detector batteries.

7. Offer a game with prizes: safety trivia, prize wheels, Hashtag contest, guess how many child-safe outlet plugs are in a jar, etc.

8. Conduct a survey: Collect data about what people know or what they are interested in.

9. Generate a QR code that directs people to

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your web site— put it on a parent tip sheet, paint sheet or flyer.

10. Offer a meaningful, keepable item. You want

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others to ask, “Where did you get that?” Favorites include pen/pencils, shopping bags, water watcher tags, and more!

11. Offer a photo booth or photo op –

invite people to post their photos on your Facebook page or other social media.

12. Collect pledge cards. Tear-off pledge cards

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can be used for data collection and follow up. Click here for samples .

13. Offer a drawing and get a local sponsor to donate a prize.

14. Provide a calendar of upcoming events –

invite people to come see you again!

15. Invite people to join your email list.

16. Social Media: Post your links for Facebook, Twitter, Pinterest, Instagram, and invite people to like you!

17. Always welcome: Provide snacks or something cool to drink!

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