

Fine Details for Advertising week

Advertising week is basically a week dedicated to the promotion of products, services, events or job vacancies provided by Alumni and students. With the aim of promoting engagement and mutual benefits between alumni and students, we aim at dedicating a full week to the promotion of Alumni businesses, products and services.

The fine details are as follows;

The advertisement week will be dubbed; **The Nibs Alumni Advertising Week!**

Date/Duration:

The advertising week will be featured from 15th- 19th May, 2023 and from 22nd-26th May, 2023

Time:

10:00 am each day

Venue:

WhatsApp Platform

Rate:

The rate for participation is absolutely free

Mode of delivery/format:

The pilot advertising week will take off on the 15th of May. The first week will be dedicated to Alumni/Students who have Businesses/Products/Services/Events in a particular industry they would like to advertise or publicize;

DAY	INDUSTRY
Day 1	Banking/Finance/Financial services/I.T
Day 2	Government/NGOs
Day 3	I.T/Media/Telecommunications/Hospitality
Day 4	Oil & Gas/Insurance/Education

The second week will be exclusively dedicated to participants to further explain in detail what they have to offer also according to the format captured above

Requirements to participate:

Alumni and Students are required to provide the following:

Flyer:

Participants will be required to provide a softcopy handbill that communicates their product, service or event.

Company name & Logo:

The name of the business would be required. Also required is a standout graphic mark/emblem which identifies the business.

Introductory message:

Also required is a brief introduction of the business, product or service being offered.

Pictures:

It is imperative to let your audience know what you are offering as this entices the eye and chances of interest may be heightened. Pictures of products or services being offered would therefore be required.

Website address/ Contact Numbers

Participants will be required to give a contact address or a website address so others can easily contact them to do business

Additional preparations:

Flyers will be designed to create awareness on both Alumni and Associate platforms

Benefits of Advertising Week

- 1) Advertising week is meant to create an atmosphere for business interaction between Alumni members and Associate members

- 2) Brand Awareness: This serves as an opportunity to develop brand awareness, especially for new brands.
- 3) Enhance the goodwill/reputation of your brand
- 4) Increase in Sales and Turnover
- 5) Cut down advertising cost
- 6) Improved connection and interaction among Alumni and Associate members

All members are encouraged to participate as this opportunity will not only pave the way for Brand development but will also help create a united and connected NiBS Alumni Society.