

A group of four people (three men and one woman) are seated around a table in a meeting. The image is overlaid with a semi-transparent teal filter. The text 'AUTOMATION ANYWHERE' is in large white capital letters, followed by a thin orange horizontal line, and then 'PROMOTIONAL PLAN' in large white capital letters. Below this, a teal rectangular box contains the text 'AA x Davis CS Club' in orange italicized font.

AUTOMATION ANYWHERE

PROMOTIONAL PLAN

AA x Davis CS Club

UNIVERSITY OUTLOOK

1200

CS + CSE Undergrads

400

CS + CSE Grad Students

500

*Students in other RPA-
related Majors*

15-70

*Attendance at
other Davis CS Club
events*

30-60 attendees

PROMOTIONAL STRATEGY

CS Club Events and Classroom Visits

- *Visit RPA-relevant lectures, give pitch workshop and hand out flyers*
- *Promote upcoming workshop at the end of CS Club events Week 6 and 7. Provide snacks and emphasize AA's sponsorship*

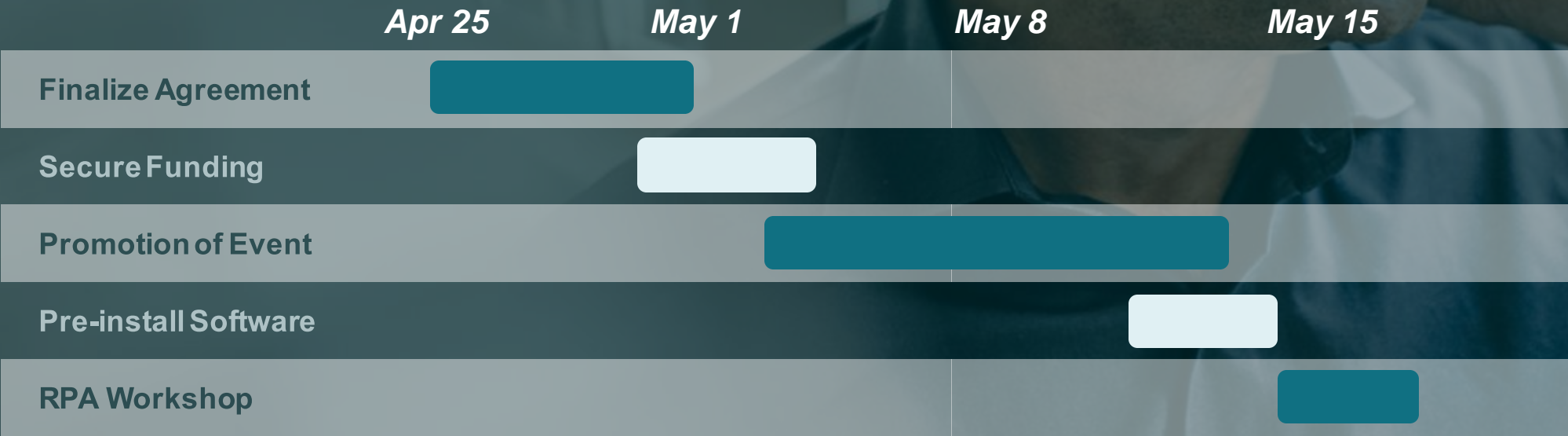
Online Content through CS Department and Facebook

- *Send out promotional content through CS Dept.'s "Events and Opportunities" email blast*
- *Send out press release to school newspaper*
- *Sponsored event on Facebook, targeted towards people who like the Davis CS Club page*

Student Network (Partner Marketing)

- *Partner with CS students to recruit friends for the event*
- *Incentivize partners by referring them to AA (career)*
- *Reward AA swag to partners that recruit 3+ people*
- *Prize for partner who recruits most people*

KEY TIMELINE GOAL



USE OF FUNDS

FOOD AT WORKSHOP

\$250 - 50%

PROMOTIONAL COSTS

\$200 - 40%

SPONSORED CONTENT

\$50 - 10%



NEXT STEPS



Automation Anywhere

- *Schedule 2 trainers for May 15 workshop*
- *Share promotional copy (text)*
- *Provide swag and event budget*



Davis CS Club

- *Create promotional flyers and banners (visual)*
- *Promote event through mentioned channels*
- *Organize pre-installation, location, and food*