Promoting your club events with a poster / flyer can increase awareness of the club's activities

Posters / flyers can be created in many different formats, eg as Word or Powerpoint documents or pdf's (portable document format) which is a versatile file format when using email to share your posters.

Designs can be simple Word or Powerpoint documents or something more creative using free websites that have downloadable templates. Just search the internet for Free Poster Templates.

When creating your posters, the following essential information should be included

- Name of your club – You can also include 'Affiliated to the National Association of Flower Arrangement Societies'   If you choose to include the Affiliation wording NAFAS Logo should be included**.**
- Venue address **(INCLUDING POSTCODE which is often missed and useful for visitors to have)**.
- Demonstrators Name and demonstration title or event details eg Workshop, Working evening, Afternoon Tea etc
- Date.
- Time.
- Charge for Members and / or Visitors.
- Are refreshments served?
- Website / Facebook / Instagram / QR code or contact email / telephone number details.

Don't make the poster too fancy so that the important details are lost but have fun being creative. There are many Clipart images available online you can use. However, always be careful that any images you use are not covered by copyright.

If your poster / flyer is to be printed - bear in in the amount of colours that are used - not everyone has suitable colour printers.

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QR CODES

What are QR codes? QR codes (or Quick Response codes) are two-dimensional codes that you can scan with a smartphone. The code contains information, usually a site address, and once you scan it, the code connects you with a resource on the web or Facebook.

All generated QR Codes are 100% free and are very easy to create.

https://www.adobe.com/express/feature/image/qr-code-generator

Download the QR code image in your preferred file type (jpg is usually easier to use on your posters)

1.   Generate
Open the QR code generator, enter a URL, and tap the Download button. The image instantly changes to show your new QR code. (A URL is a reference, an address to a resource on the internet).

2.   Personalise
Customise the style and colour of your free generated QR code to match your branding.

3   Continue editing
Download the QR code image in your preferred file type.

This is the QR Code for East of England Area website - check it out by scanning the code from your smartphone camera.

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