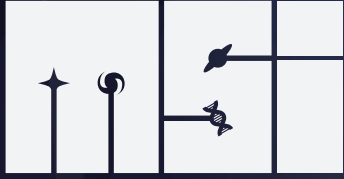


Institut Spatial de McGill



McGill Space Institute

# Seminar Series

## Michael Reid

University of Toronto

### Defining and reaching outreach audiences on a budget

Two of the central challenges of doing public outreach are defining a target audience and reaching that audience on a limited budget. Often we let our advertising budget dictate the audience we will reach, but it doesn't have to be this way.

In this talk, I will discuss the approach we use at the Dunlap Institute to define our target audience for a program, and ensure we reach them within our budget. I'll outline the transferrable strategies we've used to go from struggling to fill small auditoria to regularly attracting thousands of people to our events, all on a small-to-zero advertising budget. Plenty of time will be allowed for discussion and questions.

13 Sept. 3:30 pm

MSI conference room, 3550 University

*Refreshments following the seminar in the MSI lounge*

For more information: [msi.mcgill.ca/Seminars.htm](http://msi.mcgill.ca/Seminars.htm)