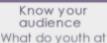
# How To Outreach

First Impressions by SLYE Network





this school or event interested in? Prepare for them



Draw them in

Your display should be colourful, have games, prizes, media and stand out



Be present

Introduce yourself, use names, make eye contact and smile



# Interrupt their path

Don't wait for them to come to you - GO TO THEM



#### Be direct

Tell them what you offer, ex: "Looking for a job?"



#### Ask questions

Feel them out by having conversation



## Mini-Exposure

Give a sample of your program right there



## Facilitate groups

Get everyone's attention, be present and prioritize conversations



#### Get their email and follow up

Timing is key: same day, or before opportunity begins



