

Outline For Program Registration Ad/Coupon Development

A. Basic Elements for Ad Development

1. Sponsor NJSBA (joint sponsorships when applicable)
2. Title of Event
3. Day & Date
4. Time or time frame (e.g., morning, all day, weekend, evening)
5. Place
6. Fee (when applicable)
7. Items included in fee (e.g., materials consultants, refreshments, lunch/dinner, gratuities)
8. Topic(s)
9. Audience for which program is designed
10. Training objectives
11. Format (e.g., small group sessions, hands on experience)
12. Speakers (if appropriate & known)
13. Housing information (if applicable)
14. Name, telephone number and email address for more information
15. Cancellation Policy
 - a. Half-Day and One-Day Programs
Cancellations made up to 10 working days prior to the program date will be refunded the entire registration fee. Cancellations made between 10 working days and 72 hours of the program start will be charged \$25.00. Cancellations made within 72 hours and no-shows will be charged the full fee.
 - b. Weekend/Overnight programs
Cancellations made up to 10 working days prior the program date will be refunded entire registration fee. Cancellations made between 10 working days and 72 hours

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of the program will be charged \$50.00. Cancellations made within 72 hours and no-shows will be charged the full fee

Outline For Program Registration Ad/Coupon Development (continued)

16. Preregistration is required

17. Registration will be acknowledged and directions provided

18. Board Member Academy credits to be awarded

19. Registration coupon

B. Basic Elements for Coupon Development

1. Name of Program, date(s) and fee

2. Name

3. Address (include words "city" and "zip")

4. Telephone # (home and business)

5. District

6. County

7. Billing instructions in the following sequence:

Bill my board Bill me Payment enclosed

8. Mail to: NJSBA Registrar (or whomever is handling registration) and address

C. Additional Coupon Information As Appropriate

1. Title or position

2. Nickname

3. Years on board

4. Affiliation

N E W J E R S E Y S C H O O L B O A R D S A S S O C I A T I O N

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5. Other information appropriate to program