

## Special Events Market Your Business

Monday, March 7, 2010, 5 p.m., EST

Creative events can help market your pond and water garden business despite challenging times. Many in the pond and water garden world still are struggling. The economy dropped from sputtering to a whisper, the world categorizes our work under discretionary spending and the wet winter added to the tremendous slowdown for the pond and water garden world.

Instead of laying down and closing my eyes, I decided to take action. I will host a rainwater harvesting event at my home.

I will convert my 4,000 gallon swim pond into a rainwater harvesting system next month. In a few short weeks I must navigate a few hurdles.

1. Sponsors - I contacted a rainwater tank company and a pump company. They both agreed to support the event and donate product, thus removing my first hurdle.
2. Organization - When I contacted the local water agencies and the local city planners, they expressed overwhelming support. Because drought affects many parts of the United States, especially Southern California, these agencies and planners encourage the general public to find ways to conserve water in the landscape. I also invited architects from the Association of Professional Landscape Designers, and limited the event to the first 125 people to sign up.
3. Publicity - The California Landscape Contractors Association agreed to advertise the event under their banner in their magazines, on their website and at their monthly meetings. They want to encourage new water-saving technologies and methodologies as well.

I posted the event on Facebook and the International Professional Pond Contractors Association website as well as sending press releases to press in the area and in the pond and water garden world.

This event is sure to get plenty of press. I expect local papers to pick it up as well.

Despite all the energy going into this event, the coverage is priceless. It gives my company the legitimacy of stability in the eyes of the general public.

These types of events brand me as the local expert in my area. What has worked for you to achieve expert status in your area of experience?