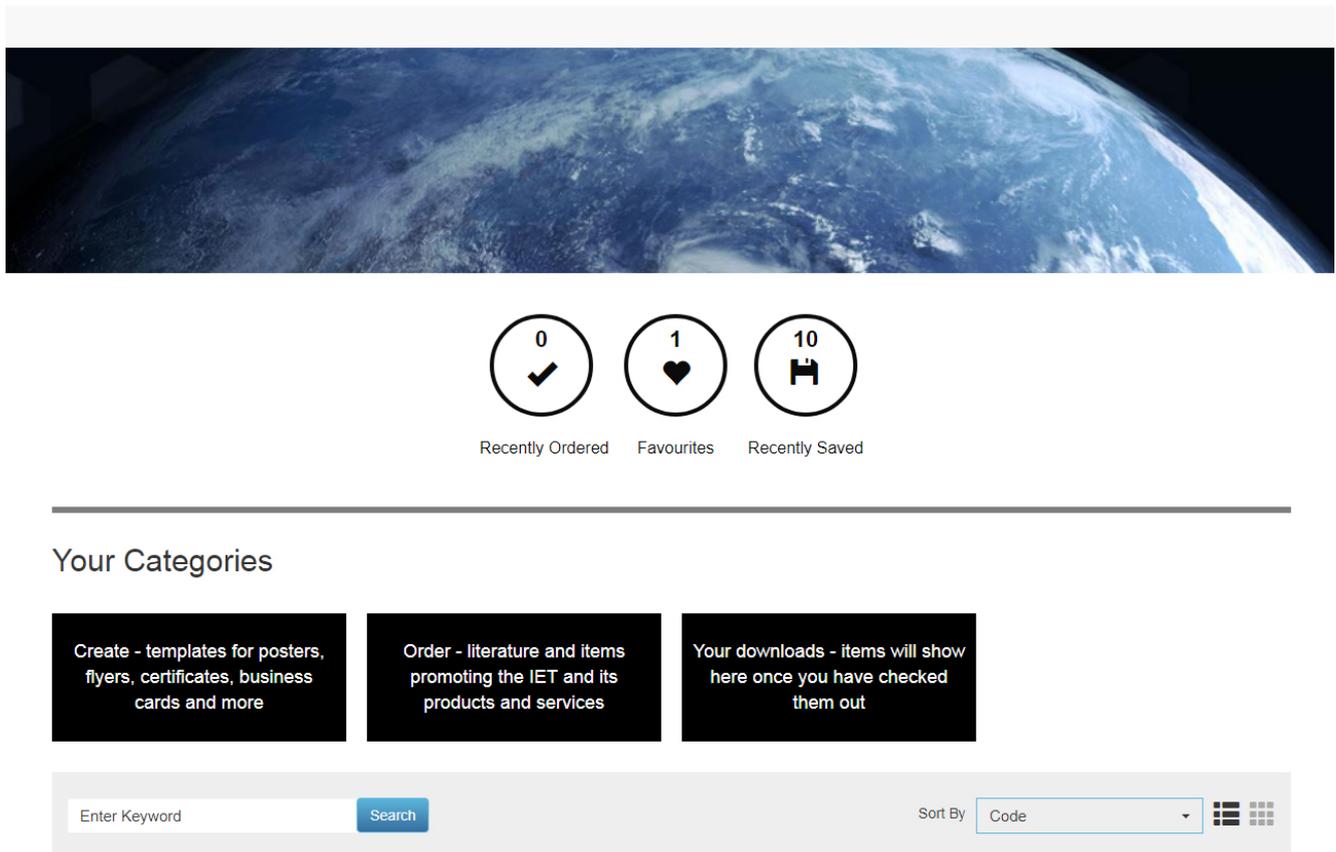


### Summary

The Marketing Toolkit is an online volunteer resource for creating your own marketing material and ordering IET literature, promotional items, stationary, and branded gifts.

Marketing Toolkit home page:



0  
✓  
Recently Ordered

1  
♥  
Favourites

10  
📁  
Recently Saved

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### Your Categories

Create - templates for posters, flyers, certificates, business cards and more

Order - literature and items promoting the IET and its products and services

Your downloads - items will show here once you have checked them out

Enter Keyword  Sort By Code

### Why should I use the Toolkit?

The toolkit is simple to navigate and using our templates to create your own posters and flyers etc. is easier than starting from scratch. The templates also ensure that any marketing materials you create will be on brand, sparing you the effort of reading through the IET brand guidelines (as exciting as they are).

### What templates are available in the toolkit?

You can use the toolkit to create the following:

- **Posters:** for promoting an event or volunteer recruitment
- **Flyers:** double sided to allow space for more information
- **Programme booklets:** to promote your upcoming events for the session
- **Postcards:** to promote your Local Network
- **Arrow signs:** to put up around venues to guide people to your event
- **Certificates:** for Present Around The World & Volunteer recognition
- **Names badges:** for volunteers
- **Business cards**

### What items can I order through the toolkit?

Here are some examples of the IET produced marketing materials you can order:

- **Branded giveaways:** pens, USB sticks, notepads
- **Promotional items:** branded table cloths, polo shirts and display banners
- **Literature:** brochure and flyers about IET products and services

### What support is available?

If you have any questions concerning specific orders or items that you are creating you can contact either your Community Event Producer or Community Manager and they will be able to help you.

### What training materials are available?

The toolkit has a simple feel which we hope makes it easy to use. A user quick guide is available at [www.theiet.org/marketing](http://www.theiet.org/marketing).

### How can I get access to the toolkit?

Just ask your Community Event Producer or Community Manager who will arrange for an account to be set up and will send you your login details.

### I have suggestions for improving the tool. Who should I tell?

We are always looking for ways to improve the user experience. [Please contact us](#) if you have any feedback or suggestions.

**Would you like to connect with other IET volunteers to talk about how they run their communities? Then go to the IET Volunteers Community at [www.theiet.org/vc](http://www.theiet.org/vc)**

You can view the latest version of this briefing at [www.theiet.org/marketing](http://www.theiet.org/marketing)

Briefing last updated	November 2017
Briefing next review	November 2018