**TrafficJam Email Lists**

**Participants**

Wed Sept 30th - Email participants directly about the EXPO and encourage them to invite their friends and family. Getting the participants to invite their networks to the event could net alot of RSVPs.

**Waitlist people and Newsletter Signup**

Schedule for Thursday Oct 1st - email to everyone who was waitlisted or who didnt get a ticket letting them know to come out and see the things created at the expo.

**Other Email Lists**

**Lists I have Emailed:**

Toronto area CODE participants - 382 people - (I have emailed 2x)

Our Hackworks Launch party list - 111 people - (I have emailed 2x)

Our Toronto Meetup Group - 200 people (I have emailed 2x)

**Lists I will email Sept 30th:**

Email Irvings Contacts - 80

GCA 4 Grande Finale - 222

Tomorrow

**Social Media**

**Hackworks Twitter**

Scheduled 2 Posts a day leading up to the EXPO

**Hackworks Facebook**

Posted the EXPO on our Hackworks Facebook page

**TrafficJam Twitter**

Scheduled 2 tweets a day leading up to the EXPO

**TrafficJam Facebook**

Posted on Friday about the EXPO

Wed Sept 30th - 2nd post to facebook about EXPO

**During the Hackathon Social Media**

During the hackathon we can leverage social media to create buzz and hopefully get more RSVPs for the EXPO

**Meetup**

Wed Sept 30th - Post to our CODE Toronto meetup group about the expo

**Suggestions:**

* Can we ask our sponsors to help promote the expo to their email list and on their social media
* Can we ask Jesse to promote the event to their community
* Can we change the image on the TrafficJam website to the EXPO banner or can we put something on the TrafficJam website that would push people to the EXPO picatic page
* Can we used any sort of paid social media?
* Reach out to relative meetups and let them know about the event