



Preparing for WORLD LANDSCAPE ARCHITECTURE MONTH



Plan

Events with Your Chapter PR Rep

Each Chapter sent a representative to the PR Summit in January. Engage your rep to find out what he/she learned and what events you can consider planning for WLAM this coming April!

Time to Review Online Resources

ASLA National has brochures, career discovery guides, cut sheets, t-shirts, buttons, stickers and other fun swag to engage the general public and help promote our work. Plan your needs and make your requests early!

A Community Service Day

Plan a service day to enhance a local amenity. Whether it's cleaning up a beach or planting new trees at a local park or school, engage with the community and teach them how important our community resources are.



Engage

The World Through Social Media

Building on last year's successful social media campaign, we'll be rolling out new cards this year that read "This is Landscape Architecture". Follow ASLA's WLAM webpage for more info! Promote the profession with [#WLAM2016](#).

The Public with Free Copies of LAM

Make a request from ASLA National for extra copies of April's issue of Landscape Architecture Magazine. Plan a day to distribute them to local coffee shops, hair salons, dentist offices and high school career centers.

Kids with a Design Workshop

Have a design workshop for kids. Teach them how to read plans and use a scale. Let them design something like a playground or their school yard.



Host

A Movie Night in the Park

Did you know that PBS will be airing a special called "10 Parks that Changed America" in April? Work with your PR Rep and local agencies to set up a screening in a local park. Don't forget the popcorn and invite some local food trucks!

A Lecture or Information Booth

Host a lecture on landscape architecture at a local library, garden club, botanical garden, community college. Host an information booth at a local farmer's market.

A Temporary 'Pop-Up' Amenity

Build a temporary amenity that gets some attention! Turn part of a parking lot or some on-street parking into a pop-up park for the day or build a mini green roof at a local school. Make it fun, colorful, and engaging!

Thank you for reading the Leadership Link. Look for the next issue on Wednesday, April 13th; Leadership Links will be delivered to your email on the second Wednesday of every-other month.

Need
Help?

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