

Following the recent success of Underground Mathematics across multiple venues, feedback was acquired to give upcoming hosts an insight into the best marketing tools to reach maximum delegate applications.

Both Graham Colman from Norfolk and Suffolk Maths Hub and Cordelia Myers from Cambridge Maths Hub were approached to discuss their successful marketing tactics, this is what we found;

Norfolk & Suffolk Maths Hub:

- Promoted it at each of our half-termly A level maths network meetings (this is a Norfolk & Suffolk Maths Hub project)
- Promoted via the A level maths network meetings email distribution list
- Promoted via the Norfolk & Suffolk Maths Hub and Sir Isaac Newton Sixth Form twitter feeds, including image of flyer in tweet
- Secured promotion via our county maths advisor
- Secured promotion via our Norfolk Secondary Education Leaders forum (Heads of Sixth etc.)

Cambridge Maths Hub:

- Twitter
- All schools (secondary and post 16 colleges) were sent an inline attachment
- Word of mouth
- Contacts – utilise your staff to promote via useful contacts

What we suggest:

- Remember social media – Twitter and facebook.
- Tag us in your tweet so that we can retweet
- Events – Mention Underground Mathematics at other events
- Your staff – remember two of your staff can attend, this will not only benefit them but boost your recruitment
- Neighbouring Schools – contact those that you know are in close proximity.