Event Promotions Guide

Are you a faculty or staff member organizing an event? There are multiple ways to promote your event both internally and externally. To help you get started, we’ve created this guide that begins with some strategic questions and ends with resources to help you get the word out.

**Step One: Audience and goals**

Before you can determine the best ways to get the word out about your event, ask yourself the following: Who am I targeting for this event? Is it students, faculty, staff, the community, media or a combination? Is it a campus, public or media event? Be sure to think about who would be interested in the subject matter and whether the appeal is broad enough for media and the general public. What is my goal for this event? Do I want to raise awareness about a project or topic, encourage attendance, get people to take action (such as buying a ticket or raising funds) or garner media coverage?

**Step Two: Reaching your audience**

What are the best ways to reach my audience? Internal communications include: campus flyers/posters, student media; direct emails to faculty, staff and students; campus digital display monitors; cross-promotion at other events; and social media.

External communications include: your campus events calendar, flyers/posters, direct mail, listservs, church, community or media event bulletins and calendars, organization or association newsletters, paid advertising, social media and earned media (i.e. news releases and media advisories).

**What do I need?** Your needs may vary depending on the event, but generally you should think about photos, bios of speakers, descriptions of the event or content, key facts, titles of lectures, location information, cost and contact information.

**Where should I turn for help?** There are a number of staff members and resources to provide guidance and/or help with your event. They include: 1) The UW Colleges Marketing Resources page, which contains an array of templates, graphics and planning resources. 2) Your Regional Director of Communications if external media is in your plan 3) Area freelancers if you have a budget and need for services not available through UW Colleges marketing and communications staff.

[Event Promotions Guide](uwc.edu/marketingresources)
Step Three: Timeline and checklist

What is my timeline for this event?

Consider working backward from the event date to establish a timeline for completing tasks, keeping in mind that both internal communications and external media and printing have deadlines and turnaround times that may be further out than anticipated. If your target audience includes the general public and the event would be appropriate for media calendars and news briefs, beginning at least one-month before the event is recommended. If a goal is to garner media coverage for an event, keep in mind that print and broadcast media likely will not cover events after the fact and may require advance notice of roughly a week for planning purposes.

What do I need to do next?

Below is a checklist for you to adapt for your planning needs.

Checklists

If this is a campus or public event, have I…

- Gathered any photos, speaker bios, event descriptions, lecture or talk titles, key facts, location information, etc.?
- Created and posted flyers using templates, graphics and standards found in the UW Colleges marketing toolkit?
- Contacted a Regional Director of Communications if external media is in your plan?
- Contacted managers of digital boards for my campus?
- Promoted it on my department’s social media channels, or requested promotion on the main campus channels?
- Filled out an “Event Promotion Request” on the campus events page to have it posted to the web events calendar?
- Identified and contacted any off or on-campus groups who may be interested in attending?