

EVENT PROMOTION CHEAT SHEET

Use this as a guide to help promote your non-recruiting event. NOTE: This cheat sheet is only for promotion. You may still need to complete other forms (FURP for example) for your event.

EVENT DETAILS

Name of event:	
Date & Time:	
Goals:	
Audience:	
Key Messages: (What do you want people to know?)	
Call to Action: (What do you want people to do?)	
Date to Begin Promoting:	

MARCOM NEEDS

These are some of the most common items we can help with, and not every event will need each one. To make sure we have enough time to support you, please submit a Marketing Ticket at least two weeks before you need your materials. Quick feedback on drafts helps us keep your project moving smoothly.

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|--|---|--|---------------------------------------|
| <input type="checkbox"/> Posters (11x17") | <input type="checkbox"/> Fliers (8.5x11") | <input type="checkbox"/> Digital Signage | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Event Photography | <input type="checkbox"/> Press Release | <input type="checkbox"/> Videos | <input type="checkbox"/> QR Codes |

PERSONAL ADVOCACY

These quick, simple actions can go a long way in promoting your event. While the list isn't exhaustive, it features some of the most reliable ways to help spread the word.

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| <input type="checkbox"/> Class Mentions | <input type="checkbox"/> Canvas Announcement | <input type="checkbox"/> Reminders in Meetings |
| <input type="checkbox"/> Talk with Peers | <input type="checkbox"/> Students Spread the Word | |
| <input type="checkbox"/> Share Details with Clubs/Organizations | <input type="checkbox"/> Attend the Event | |