

CLASS Event Promotion Ideas

The CLASS Marketing and Promotions team is here to help you promote your events. We all succeed when our events are successful! **Before you start, please make sure you are clear on WHAT exactly your event is and WHO your target audience is for it.** Here are some resources to use to promote and advertise your event.

CLASS MarCom Team

Help us help you! The CLASS MarCom team is happy to help promote your events...use us as a resource! Contact Kathy (info in footer) early in your planning process to learn how she can help you.

Webpages

If this is a signature or recurring event (annually, weekly, monthly, etc.), it might be a good idea to set up a webpage to house important information. This is especially true if there is a series of events on a related topic (such as a weeklong celebration with daily activities or a recurring training or seminar). Benefits:

- Can contain event updates and changes.
- Can include pictures of previous events or speakers, as well as house recordings of speeches, etc.
- Gives people a consistent place to look for updates
- Searchable via Google
- A nice place to link to from promos and homepages, as well as the Daily Register and calendar items, and news releases.

To create – contact your web author!

News Releases

A news release is the best way to let the public know about events. Send a draft of the press release to Kathy (template available) and she will send it through the editing/review process and schedule it for distribution (1 week process).

University Newsletters

- The Daily Register (daily; faculty & staff)
- My UI (weekly; students)
- Vandal Vibe (monthly; alumni)

Paid Advertising

If you have a decent budget to promote your event, you may want to buy ad space. Kathy can help put you in touch with the ad managers at The Argonaut, Daily News or other paid media outlets. For newspapers, plan on a few hundred dollars per ad.

Email Invite

If there is a specific targeted audience for your event, we can send an email invitation. Lists can be requested through CLASS Development and emails coordinated with Bob Hoffmann. Examples where this is appropriate – fundraising event, Festival (to past donors), alumni events, reunions, etc.

Calendars

- University/CLASS/Department: All events happening on UI property, sponsored by the university or featuring a UI person in their official capacity should be submitted to the UI calendar.
 - <http://www.uidaho.edu/events/submit-an-event>
 - You only need to submit the item once and it will appear on all relevant UI calendars.
- Community Calendars: If you are holding a community-oriented event, it is a good idea to submit it to event calendars in that media market. Contact Kathy and she can send you relevant links.

Social Media

- Consider a Facebook EVENT for your event – NOT A PAGE OR A GROUP.
- CLASS social media can help promote (Facebook, Instagram). Contact Kathy.
- Utilize your department social media accounts.
- Certain items can be promoted on the university's social media. Contact Kathy to coordinate.
- Share info to UI Faculty & Staff News & Events Group (FB)
- Consider paid event promotion.

Flyers & Printed Items

- The best way to get a great printed item for your event is to work with Creative Services. Complete a Creative Services request form <http://www.uidaho.edu/ucm/creative-services>
- COST SAVINGS TIP – Have all text edited by your planning team and Kathy PRIOR to submitting your request form. This will save you money in the design process!
- All college/department events should have college branding on the printed materials. Show all proofs to Kathy prior to printing.
- Locations for flyers – Kathy has a list of some high traffic areas in Moscow and on campus and can help you find the right place to promote your event.

Other Methods

- UI flat screens: Most are free. Kathy can help you identify the correct flat screens to promote your event.
- Commons: Table tents, tabling and banners are available for a fee.
- Vandalizing the Bathroom Stalls (student focused)