

The CALS Communications team can assist with a variety of marketing options to help promote your event. Below are a list of potential ideas and ways that we can help.

Contact Amy Calabretta at arysdam@uidaho.edu or 208-885-5067 for more information.

Before the event:

With enough notice, we can assist with a variety of marketing products. Design services are free; the only cost to you is the cost of print or advertisements.

Services we provide:

- Newspaper ads; we can design and submit ads to your local newspapers.
- Flyers; we can design, print and ship the flyers to your office.
- Digital graphics for use on websites, emails and social media.
- HTML Emails; we can design and send out event emails, including save the dates, formal invitations, reminders and follow up surveys.
- Outdoor ads (billboards); we can design and take care of purchasing outdoor ad space.
- Press Release; contact us for assistance with submitting a press release to your local media about your event.

Other suggested marketing ideas:

- Online advertising
 - Post your event on your UI Extension website and your calendar. Once we see the event on the calendar we will help to promote through the main UI Extension channels.
 - Post details about your event on all social media platforms. If it's a large event, consider creating a Facebook event page.
 - If you have a budget, consider creating paid advertisements on Facebook that are directed toward your target market.
- Local radio
 - Many local radios offer a free community calendar. Check with your local station to see how to submit events.

At the event:

Make sure that your event is properly branded so participants know it is a UI Extension event. Below are some suggestions; we can assist with designing and ordering all products.

- T-shirts or polo shirts for staff members
- Signage, including welcome signs, directional signs, etc.
- Printed programs
- Banners/displays
- Event swag (pens, notepads, stickers, magnets, etc.)