

# Promoting Your Events: Best Practices

By ASUW Office of Communications

**ASUW**

As entities within the Association of Students of the University of Washington, we are in the business of event planning and event promotion among many other important things. In order to most effectively reach out to students, constituents and non constituents, we know that we must strategize our marketing efforts.

This document is meant to serve as a **blueprint** to your planning and also be an Association-wide **standard** of practice. It is not meant to be completely comprehensive but instead serves as a starting point. You should always schedule time to meet with the Communications Director and Visual Designers/Multi-Media Coordinator in order to talk through your strategy, especially with larger events or week-long events.

The key to successful events is preparation. Use this guide to effectively do so in terms of marketing and outreach.

Happy planning!

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# START EARLY!

## #1 Set a timeline

### Quick Tips

- Plan to meet with OComm Director
- Submit your design requests earlier than you think

### One Month Prior to Your Event

Start planning! Contact the OComm Director to meet in order to talk strategy. They are there to ensure that your marketing and outreach efforts are successful. They can help you come up with a general plan and make sure that all the little details are taken care of as well. They are there to be a resource to you. Use them!

### Two Weeks Prior to Your Event

Kick off your marketing and outreach efforts. Execute your plan! Keep in mind that two weeks is the LATEST time frame you have to reach out to OComm for requests for design materials or multimedia assistance. However, if you have an extenuating circumstance, we can work that out on a case by case basis.

### Sample Timeline

<b>One Month Out</b>	<ul style="list-style-type: none"><li>- Schedule meeting w/ OComm Director</li><li>- Submit requests for designs/multimedia services</li></ul>
<b>Three Weeks Out</b>	<ul style="list-style-type: none"><li>- Reach out to The Daily to have a reporter cover the event (can be done by OComm Director)</li><li>- Interview interns to highlight</li><li>- Make the Facebook event page</li></ul>
<b>Two Weeks Out</b>	<ul style="list-style-type: none"><li>- Launch the Facebook event page</li><li>- Invite all your friends! Encourage interns to invite their friends!</li><li>- Hang posters/handbills</li><li>- Reach out to RSO leaders</li><li>- Start posting intern highlights on your Instagram/Facebook page</li></ul>
<b>One Week Out</b>	<ul style="list-style-type: none"><li>- Attend meetings to announce your event</li><li>- Post countdown content</li></ul>
<b>Day of Event</b>	<ul style="list-style-type: none"><li>- Take photos and videos to document your great work!</li></ul>

# CONTENT IS KEY!

## #2 Strategize for consistent content

People need to see more than simply a poster or Facebook event in order to be enticed. Hold their attention by consistently sharing content during the marketing of your event. Consistent content is the best way to keep your audience engaged.

Reach out to ASUW Visual Designers/Multi-Media Coordinator at least two weeks prior to the launch of your marketing/outreach efforts.

### Photos/Video - [Multi-Media Request Form](#)

The ASUW Multi-Media Coordinator's job is to ensure that you have photo and video content to post. They are able to help you access photos from past events, create a cohesive product out of video content you may have, and capture media at your event to make sure you have content available moving forward. Be sure to submit a request to have them at your event two weeks prior to the event out of respect for their time.

### Posters/Handbills/Social Media - [Design Request Form](#)

The ASUW Visual Designers create all graphic content for the Association. High quality design is crucial in maintaining the ASUW brand and legitimacy. Well-designed posters are pure eye candy. Posts on social media gain more engagement when they include a graphic. Handbills placed on tables at libraries give students something tangible to hold onto to be reminded of your event. It is very important that all the marketing materials for your event are consistent so as not to confuse potential attendees.

### Social Media Campaign Ideas!

- Highlight Behind-the-Scenes Work
- Highlight Employees/Volunteers
- Countdown Till Event

# EVER-CRUCIAL FACEBOOK EVENT PAGE

## #3 Make a Facebook event page

### 3 Reasons to Make a Facebook Event Page for Any Event

1. One-stop-shop for all the details of your event
2. Share-able!
3. Easily managed and updated

### Facebook Event Page Checklist

	→ Created under your entity’s Facebook page
	→ Cover photo is consistent with other promotional materials
	→ <b>IMPORTANT!</b> Invited “ <a href="#">Asuwweb</a> ” to ensure your event appears on the <a href="#">ASUW Master Calendar</a>
	→ Date, Time, Location
	→ Tag other entities that you may be collaborating with
	→ Brief description about your entity, its purpose and the link to your website/social media
	→ Disability statement (see below)
	→ Photo release statement (see below)
	→ Published at least 2 weeks prior to event

<b>Disability Statement</b>	The University of Washington is committed to providing access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation contact the Disability Services Office at least ten days in advance at: 206.543.6450/V, 206.543.6452/TTY, 206.685.7264 (FAX), or e-mail at <a href="mailto:dso@u.washington.edu">dso@u.washington.edu</a>
<b>Photo Statement</b>	Photos may be taken at this event to be used by the ASUW. If you do not wish to be photographed,

	please notify [entity director] at [entity director email].
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Sample Facebook Event Page

# SPREAD THE WORD!

## #4 Outreach, outreach, outreach

Outreach is where we typically start to fizzle in our marketing efforts mainly because it requires resources and energy that we may not necessarily have after planning the actual event. However, don't underestimate the power of outreach! We have institutional power in ways that RSO's and other groups do not. Leverage our ethos! More comprehensive list of contacts to come.

Here are some ways you can do so:

ASUW Social Media Platforms - [Social Media Request Form](#)

The Daily - Snapchat features, articles

For large-scale events, work with the OComm Director to reach out to the Daily. Your events are interesting and important features for them. They are also increasingly using different tools like Snapchat Discover in order to reach students. Get in on the action.

Office of Student Life

The Office of Student Life wants to work with the ASUW in order to tell the stories of incredible student leaders and the work they are doing. They have immense reach via social media and access to tools that we do not. The OComm Director can assist you in navigating this.

Related RSO's on Campus

Connect with groups on campus that may be similar or related to your mission. These students are already interested in what you are doing, they just need to be exposed to it. Additionally, they most likely have Facebook groups and email lists that they are using to communicate with their members and can easily share information and opportunities with.

Attend Student Meetings (i.e ASUW Student Senate, Panhellenic Delegate Meetings, SAB Meetings)

Meet students where they're at! Be sure to reach out to the meeting organizer first. Prepare a little spiel, no more than five minutes. Allow students to ask questions.