

Event Marketing & Promotion Guidelines & Checklist

Successful events are promoted for a minimum of 3-4 weeks prior to the event date.

Marketing Materials

- **Create a Registration Page** (*if applicable)

- a. We recommend creating a registration site for attendees to RSVP
 - E.g. Formstack, Google forms, Qualtrics, Microsoft Forms
- b. Resources for registration forms supported by the university can be found here: <https://www.cuanschutz.edu/offices/office-of-information-technology/tools-services/microsoft-forms>
- c. *If you do not need to collect RSVP's we recommend at least posting to the university event calendar (below) to allow for those interested in the event to be able to add to their calendars.

- **Add to the University Event Calendar**

Adding to the University Event Calendar enables your event to be visible on the digital displays throughout the Business School

- a. You can submit your events at <https://calendar.ucdenver.edu/>
 - Be sure to select Business School as the **department** and **school** when submitting
 - Please note, fliers cannot be used as the featured image

- **Create a Flier**

The Business School has various locations for flier posting, including the elevators and notice boards on the 1st, 2nd and 3rd floors. **Fliers may only be posted by the marketing department.**

- a. You can access flier templates here: <https://www.canva.com/design/DAFRA6rEsdK/q0kQTeYveqYD1uxyZN5gUQ/view>
- b. Fliers must, at minimum, include date, time, location and a QR code/digital link to the registration site or university calendar posting
- c. The flier schedule in the elevator and other approved areas is dependent upon the demand. Fliers are posted about 2 weeks prior to the event start date, however, if there are a lot of events happening at the same time, the posting time may be shorter.

Communication & Promotion

Once the above materials are created, your events can be promoted using the following methods. Please keep in mind who your target audience is. E.g. students, specific group of students, alumni, business community, etc.

- **The GIST (student bi-weekly newsletter)**

- a. If you'd like to feature your event in the GIST, please email julia.mulligan@ucdenver.edu and molly.2.larson@ucdenver.edu. Include your marketing materials above.
- b. As a reminder, the GIST is the primary email communication for student events. Separate/one-time emails are not sent to students to promote events.

- **Social Media**
 - a. If you have your own social media account for your department, you can tag the following accounts to be featured
 - **Instagram:** @cudenbusiness
 - **X:** #CUDenBusiness
 - **Facebook:** Co-Host your event with @CUDenverBusiness
 - **LinkedIn:** University of Colorado Denver Business School
 - Tag @cudenverstudentlife on Insta & Facebook too!
- **Student Org and Faculty Partnerships**
 - a. Consider asking student organizations to help you promote your event.
 - You can view a list of current active student orgs and clubs, and find their contact info, here: <https://ucdenver.campuslabs.com/engage/organizations>
 - b. Consider if there is a discipline or program that your event would be beneficial for and reach out to the program director to ask if they can share with their faculty group and students.
 - c. Share with your colleagues in departments like the BCC, Advising, etc. They can help promote when speaking to students!
 - Business School faculty and staff are listed on our online directory: <https://business.ucdenver.edu/about/our-people>
- **Promoting across campus**
 - a. If your event is open to non-Business School students, consider promoting it in the following locations:
 - Submit to CU Denver News: <https://www.ucdenver.edu/offices/ucomm>
 - Promote in the Student Commons by emailing your marketing materials to: ucd-oit-cud-digital signage@ucdenver.edu
 - Digital signage in the Lynx Center: https://ucdenverdata.formstack.com/forms/lynx_center_digital_monitor_request_form
- **Business Community or Alumni**
 - a. The Business Community and Alumni email communications, such as newsletters and event announcements, are managed by Amanda.gonzales@ucdenver.edu. Please connect with Amanda to discuss opportunities to promote your events to these audiences.

Questions? E-mail julia.mulligan@ucdenver.edu.