

# HOW TO PROMOTE YOUR EVENT AT SJU

For the purposes of this document, we are defining an event in need of promotion as any larger-scale, institutional event that meets any of the following criteria:

- Is open to the entire campus community, alumni, and/or the public
- Features an outside speaker of prominence
- Is meant to raise funds for the University, its programs or students
- Celebrates a major institutional milestone or new initiative

*This document is not meant for the purposes of smaller, routine campus events.*

What is event promotion? It's the practice of using different marketing strategies and channels to get the word out about your event and drive event attendance. A well-coordinated event promotion plan is key to the success of your event or conference. This list of resources will help you create a promotion strategy tailored to your event.

## **The Essentials**

Every event is unique and requires its own set of event management and promotional tools. Listed here are the essential steps for the current academic year, as most events have moved to a virtual format due to COVID-19.

## **Important to Keep in Mind**

- All events in the current COVID environment should be online only.
- Not all in-person events should simply be converted to a virtual format. Making a virtual event a success requires a lot of production know-how to make it engaging, audience-centric and format-appropriate.
- The Office of Marketing and Communications cannot possibly provide marketing support for every event on campus; however, we can provide referrals and resources, including the following tips.

## **ZOOM**

### **Zoom Meetings**

This format is strongly recommended and aligned with SJU's iCARE pledge. Zoom has become a popular platform for web conferencing, and all SJU staff, faculty and students have access under our Zoom license. Zoom meetings can support up to 300 attendees and meetings can be scheduled independently by any staff, faculty or student. The IT department offers a full range of support, including tips and troubleshooting.

For more information on accessing and using your Zoom account, visit:  
<https://sju.teamdynamix.com/TDClient/1942/Portal/Requests/ServiceDet?ID=19265>.

For more Zoom information and links to training materials, visit:  
<https://sju.teamdynamix.com/TDClient/1942/Portal/KB/?CategoryID=6043&SIDs=6185>

### **Zoom Webinar**

The Zoom Webinar Room is ideal for meetings which have more than 300 attendees. The Webinar Room can support up to 1000 view-only attendees and use of this room must be requested at least 7 days in advance of the event.

For more information and to submit a request for your Zoom Webinar, go to:  
<https://sju.teamdynamix.com/TDClient/1942/Portal/Requests/ServiceDet?ID=42719>

### **Zoom virtual meeting backgrounds**

Download a SJU branded background here:  
<https://www.sju.edu/resources/brand/working-brand>

### **Registration Management**

You have various options to manage attendee registration for your event:

- Zoom allows for event registration on its platform. Contact IT for support.
- Google Forms is a simple registration tool and available through your SJU Google account. Contact IT for support.
- Online registration is coordinated by the Office of Marketing and Communications. Larger events that are open to the public may require online registration on the SJU website. Contact MarComm for support.

## **Recommended Promotional Tools**

This is a list of tools that can increase attendance and enhance the impact of your event. Not all tactics are recommended for every event.

### **Email Communication**

*Recommended for all large-scale events (consult with MarComm for clarity)*

The use of e-mail is an effective, targeted method to reach your audience. It can be used to promote the event, send event details to registrants, such as Zoom link and password, and follow up after the event.

Some considerations as you manage your e-mail communications:

- Notify MarComm of your event details, including the schedule and audience
- Create communications that are on-brand and consistent with SJU's style. Contact MarComm for correct use of logos, fonts, colors and examples based on the e-mail system you are using.

### **University Calendar listing**

*All events open to the SJU community, including students, faculty, staff and alumni, should be submitted to the University Calendar as a first step.*

Gather these items: event name, description, location, date, time and submit your event info here: <https://nest.sju.edu/web/home-community/university-calendar-submission-form>

Planning time: Events should be submitted to the University Calendar 4 to 6 weeks prior to an event. For approving and posting, allow a minimum of 2 business days to a week.

NOTE: For routine meetings, smaller student events, or any other events that do not require promotion, please submit 1 week to 10 days prior.

### **Hawk Hill This Week**

*For potential promotion/coverage, submit events to [sjunews@sju.edu](mailto:sjunews@sju.edu). HHTW has targeted versions for different audiences, and is an effective promotional tool. Please note that given the sheer volume of university events and space constraints, MarComm needs to use editorial judgment in selecting events for promotion.*

Gather these items: event name, description, location, date, time, photo of speaker (optional)

Submit your event information here: [sjunews@sju.edu](mailto:sjunews@sju.edu)

Planning time: Preferably 4-6 weeks in advance.

### **Social media**

*Recommended for all virtual events, particularly if the event is student-focused.*

Gather these items: event name, description, location, date, time, photo of speaker (optional)

Contact: Diane Holliday, senior associate director of social media

Planning time: 4-6 weeks prior to event

### **Coordination with University Enrollment**

*Recommended for all events of interest to prospective students.*

The enrollment area can include an email about your event in a Slate nurture campaign as appropriate. Gather these items: event name, description, location, date, time, link to posting and/or registration page.

### **Coordination with Alumni Relations**

If you think your event might be of interest to an alumni audience, please email Elizabeth Schlickbernd or another member of the AR department with the details so that it can be considered for inclusion in alumni communications.

## More Tools to Enhance your Event

These optional tools are effective ways to promote your event, particularly if the target audience spends time on campus.

### **Print (posters, flyers, postcards)**

Gather these items: event name, description, location, date, time, photo of speaker (optional)

Create your own print materials with [Lucidpress](#) (MarComm's creative team can show you how to use it)

Planning time: allow 10 business days for printing and delivery, mail at least 6 weeks prior to event

### **Campus bulletin boards**

Gather these items: event name, description, location, date, time, photo of speaker (optional)

Download the template here: <https://www.sju.edu/resources/brand/working-brand>

Location of boards and guidelines for posting: Contact the Office of Student Life:

<https://sites.sju.edu/studentlife/contact-us/>

Planning time: 4 - 6 weeks prior to event

### **Campus digital displays**

Gather these items: event name, description, location, date, time, photo of speaker (optional)

Download the template here: <https://www.sju.edu/resources/brand/working-brand>

Submit a ticket on the IT Support Portal on The Nest (School Services tab)

Planning time: 4-6 weeks prior to event

### **Creating your promotional materials**

Tips on writing the message: <https://www.sju.edu/resources/brand/brand-style-and-expression>

Brand fonts: <https://www.sju.edu/resources/brand/working-brand>

Inspiration: <https://www.sju.edu/resources/brand/brand-action>

## HOSTING A SUCCESSFUL EVENT FROM START TO FINISH

### **PowerPoint template**

*Recommended for all events to create a unified brand style across all department events.*

Download the template here: <https://www.sju.edu/resources/brand/working-brand>

Planning time: 1 week

### **Post-event Follow-up**

Zoom offers the capability of recording an event/webinar for playback at a later time. This is a good way to reach an audience that was not able to attend the live event and extend the reach of the event to a wider audience.

- Contact IT in advance to let them know your event will be recorded.
- Contact MarComm for support with posting your event recording on the SJU website or one of our social media platforms.