Are you hosting a campus event? Looking for ideas and tips to promote it across and beyond campus? This guide offers ideas to help you reach your intended audience and get the most engagement out of your event.

1. Determine the Basics

What's the purpose of the event? What's your event budget? When and where are you having your event? Once you have identified possible locations for your event, it's important to reserve the location. You can do so through Conferencing and Events or the Student Life office. If the event is outside, it may be good to reserve an alternate indoor location, just in case of rain or bad weather.

2. Start getting the word out

Think about your intended audience and the best way to reach them within your budget. Here are some ideas to get you started:

Email
If you have an email list of potential attendees, consider sending an email announcement about your event through Slate.

Web
Is your event listed online somewhere?
- Engage is EKU's student engagement software. For more information, visit **studentlife.eku.edu/engage-get-involved**
- If a homepage banner is needed for your event, inquire about this possibility with a web request at **brand.eku.edu/web-request**

Social Media
Social media is your best tool for reaching potential attendees and intended audience.
- **Facebook Events:** Create a Facebook event to connect with audience members and interested users. This allows you to share updates, generate excitement and answer questions regarding this event.
- **General Promotions:** Schedule general promotions at least one month out from the event, directing users back to a website for more information. This allows anyone interested time to plan to attend.

To get further exposure on your event, share any social graphics or information to **brand@eku.edu**, and the office of Communications and Brand Management will review for sharing onto the main EKU social media accounts.

Paid Advertising
This option will help you target ads related to your event to a specific audience list or demographic. The advertisement can point people back to a website for more information or event registration. Paid advertising can be arranged through the office of Communications and Brand Management. Email **brand@eku.edu** for more information.

3. Plan for coverage for the day of your event

Photography / Video
Need photography or video for this event? Submit a request at **brand.eku.edu/project-requests**.
A request does not guarantee coverage, and if approved, photos will be made available post event.

Promotional Items
Approved and licensed merchandise makes for great giveaways at events. This includes t-shirts, pennants and other popular items. For a list of approved vendors, visit **purchasing.eku.edu/promotional-items**. If you'd like to discuss ideas, contact the Office of Communications and Brand Management.

Organic Social Media Content
Plan to post some updates from the event itself to social media. This can be in the form of Instagram Story, photos in Facebook groups or general photos from the event itself. These can be captured on any mobile device and shared to appropriate accounts.

Paid Social Media Content
Email brand@eku.edu to set up any of the options below.
- **Facebook Frames** provide the user an option to brand their profile photo with a design related to the event. These work well for increasing brand awareness and event participation for events such as commencement or Giving Day.
- **Geofilters** offer a frame/design to images in a selected area. These frames/designs are tied to events and promote user engagement in sharing photos. These range in costs and promote brand awareness around specific events.

OTHER INFORMATION

For design assistance, submit a project request at brand.eku.edu/design-request.
The office of Communications and Brand Management will review your request and could assist in designing pieces above, digital/print materials and promotional items, or connect you to a contractor for further assistance. Please submit any requests with at least a few weeks prior notice. If printing is required, schedule additional time for your project to be completed.

If you're looking to have flyers, yard signs or other printed materials created, we recommend getting in touch with Printing Services for production timelines and options. For more information, visit printing.eku.edu

Promotional Timeline

At least six weeks prior to the event:
- ☐ Determine the logistics - time, date, location, purpose, budget
- ☐ Reserve the location
- ☐ Establish a promotional plan
- ☐ Submit design requests from the office of Communications and Brand Management and plan for plenty of time for printing, if needed

At least one month prior to the event:
- ☐ Create a Facebook event and start scheduling general promotions on social media
- ☐ Email potential attendees to let them know about the event
- ☐ Order promotional items for your event
- ☐ Post your event online through EKU's student engagement software, or inquire about a homepage banner through a project request
- ☐ Submit a request for photography or videography of your event, if needed
- ☐ Contact the office of Communications and Brand Management about paid advertising, if needed for your event

At least two weeks prior to the event:
- ☐ Contact the office of Communications and Brand Management to set up Facebook Frames and/or Geofilters for your event
- ☐ Keep posting on social media to generate excitement around your event
- ☐ Share social graphics or information to brand@eku.edu to review for sharing on the main EKU social media accounts

Day of the event:
- ☐ Post updates from the event to social media as an Instagram story, photos in a Facebook group, or general photos from the event

After the event:
- ☐ Follow up with attendees; send an email thanking them for coming to the event, release a video from the event, and/or post on social media sharing highlights of the event
- ☐ Look back on your promotional plan and take note of what worked well so you'll be ready to successfully promote your next event!

Conferencing and Events
Reserve a campus facility for your event
Conferencingandevents.eku.edu

Communications and Brand Management (CBM)
Get help with event promotion and paid advertising
brand.eku.edu

CBM Project Requests
Submit a request for help with design, social media, photography, video or web
brand.eku.edu/project-requests

Promotional Items
Find a list of approved vendors for approved and licensed merchandise
purchasing.eku.edu/promotional-items

Printing Services
Have invitations, flyers, yard signs or other materials printed for your event
printing.eku.edu

Public Safety
Inform Public Safety of the event for additional security
police.eku.edu

Student Life
Post your event to the calendar of student activities and events
studentlife.eku.edu/engage-get-involved