Event Advertising

CHECKLIST

1. Gather your event info

   - Title
   - Sponsors
   - Date
   - Elevator pitch (what is it and why would a student want to attend)
   - Time
   - Contact for event including accessibility needs
   - Location
   - Call to action (register, drop-in, email, etc.)
   - Audience
   - Website for more information (SA Marketing will create this if we are doing marketing for you)

2. Add your event to the Student Affairs master Google Calendar

   by inviting studentaffairs@weber.edu to your Google Calendar event. Remember to keep the Google Calendar event updated.

3. Advertise the event

   - If you plan on marketing your own event, find resources for where to market:
     weber.edu/samarketing/training.html.

   - If you want help advertising your event, fill out SA Marketing’s request for advertising form one month before you want your event marketed: weber.edu/samarketing/event.html.

   - SA Marketing will walk you through the design process. If you want your marketing materials on time, it is essential that you provide finalized content and provide timely responses and approvals.

   - Once all of your print materials are finished from SA Marketing, you will be informed of which materials you will be in-charge of and SA Marketing will do the rest.

   - Once the digital graphics are made, SA Marketing will send you any requested social media, email, PowerPoint and EventBrite graphics to add to your mediums.

   - If you do not have social media, SA Marketing can post to Student Affairs accounts.

   - SA Marketing will take care of all other digital requests for you.

Pre-event Materials

If you need a sponsorship letter or save-the-date for your event, please contact SA Marketing directly.

Event Check-in & Tracking

You may use a Qualtrics survey or GivePulse.

Video & Photography

Need a professional videographer/photographer at your event? Marketing & Communications offers excellent rates for professional services: weber.edu/marcomm.

Check out crowd release posters or lawn signs from SA Marketing.

Borrowed Materials

A-frames in the Shepherd Union:

   - Reserve space through conference services
   - Reserve and check out A-frames through SIL

SA Marketing materials:

   - A-frames for non-Union locations
   - Crowd release materials
   - All materials must be checked out and returned to Annex 9

WSU Display Materials

Weber.edu/brand

Note: This is just how to advertise an event you already created. You must work through the correct WSU procedures to create your event.