University Calendar

Event Marketing & Promotion

Tech Talk - February 18-19, 2021
Questions
As you have questions, submit them in the Zoom chat.
Where to Start

Come up with a plan
Planning Your Event

- What is the **goal of your event**?
- Who is the **target audience**?
- What **message** do you want the audience to receive?
- Should the group be **small or larger**? Who must be **invited**?
- Is the event **RSVP or ticketed**? What is the **format**?
- Will the event **conflict** with or be held in conjunction with other campus events?
- What is the **budget**?

See also [www.lr.edu/event-marketing-101](http://www.lr.edu/event-marketing-101)
Develop an event marketing plan, stick to it, involve others, promote events early and often and use all promotional tools available to you.
Getting Started
Event goal, target audience, message, event size, format, look for conflicting events, budget.

Reserve Event Space
Every in-person event starts with a required EMS Room Reservation.

Timeline & Checklist
Attack your checklist to stay on target with event marketing and publicity timeframes.
Promote Early & Often
Posters, flyers, postcards, emails, digital displays, social media and word of mouth.

University Calendar
Minimum 10 business days in advance of event, but months or weeks in advance for bigger events.

Community Calendars
Leverage external media calendars, like-minded organizations, people on and off campus to help promote your event. Start a minimum of four weeks out for your event.
<table>
<thead>
<tr>
<th>FOUR TO SIX+ MONTHS</th>
<th>TWO TO THREE MONTHS</th>
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<tbody>
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<td>4-6</td>
<td>2-3</td>
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- Determine the purpose, format and target audience.
- Create an estimated budget and get approval.
- Select and reserve space; add event to university calendar.
- Begin planning promotion and publicity for internal and external audiences.

- Submit project requests for postcards, flyers, invitations, posters, awards, citations, signage.
- Contact program participants.
- Request lecture title/topic.
- Request or gather speakers biographical info.
- Request a hi-res photo of speaker for publicity.
<table>
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<tr>
<th>ONE WEEK</th>
<th>TWO WEEKS</th>
<th>FOUR WEEKS</th>
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| - Continue publicity.  
- Evaluate and maintain current marketing or implement new ideas if interest is low.  
- Confirm others are assisting with promotion of your event and doing their part. | - Continue publicity.  
- Confirm that lecture title, synopsis, biographical information and high-resolution art and/or speaker headshot have been provided for design and marketing purposes.  
- Update university calendar listing with any additional details that may have changed.  
- Finalize and implement event marketing and promotional plan. | - Continue publicity.  
- Pick up email, word of mouth and social media marketing. |
DAYS BEFORE

• Continue to generate word of mouth.
• Final preparations for anything needed at the event.

THE BIG DAY

• Arrive early. Set up a registration table or areas to gather contact information and/or survey attendees.
• If you need to cancel, postpone or reschedule your event, update the university calendar noting the event is canceled and talk with facilities staff about placing cancellation signs on building entrance(s) and room door(s).

AFTER EVENT

• Send thank you notes/emails to program participants/speakers and those who assisted in promoting the event.
• Schedule a debrief meeting with event organizers to discuss success or ways to improve in the future. Take and record notes, share discussion and findings with all those involved and future event organizers.

See also www.lr.edu/event-planning-timeline-and-checklist
Reserving Space
Finding and reserving space for your event is an important first step.
Room Reservations

• Every event starts with a room reservation through LR’s Event Management System (EMS).
• If you need assistance scheduling your event or have questions, contact the Conferences and Events at conferences.events@lr.edu.
• When scheduling your event, check if other large events are scheduled so you can avoid scheduling a competing event on the same date.
• EMS is being enhanced, will move to cloud hosting and be re-implemented to include spaces at all three LR locations.
EMS Room Request

www.lr.edu/ems
EMS Room Request
EMS Room Request
EMS Room Request
EMS Room Request
EMS Room Request Confirmation

Conferences & Events
P.O. Box 7545
Hickory, NC 28603
828-328-7204 / 828-328-7400 (Fax)

Confirmation

Reservation: 12374

Group: Jessica Stewart
Conferences and Events
P.O. Box 7545
Hickory, NC 28603

Event Name: Conferences & Events Meeting
Status: Confirmed
Phone: 828-328-7254
Fax: 828-328-7400
Event Type: Meeting
Billing Reference: 30006
Event Coordinator: Jessica Stewart
2nd Contact: Scott Woodward
Phone: 828-328-7234

The facility is available and has been reserved the date and time requested.

Let me know if you have any questions or I can be of further assistance.

Thursday, February 11, 2021
1:00 PM - 2:00 PM Conferences & Events Meeting (Confirmed) Fireside Room
Reserved: 12:30 PM - 2:30 PM
Board Style for 3
University Calendar

Adding your event to the calendar gets it on the website, provides you a promotional link, makes it findable by search engines and confirms inclusion in the weekly Lenoir-Rhyne Events Digest.
Calendar Policy & Guidelines

• Use calendar submission form
• Be an approved Lenoir-Rhyne entity
• Have an approved room reservation - *if an in-person event*
• Provide complete event information - *date, time, title and description*
• Be an appropriate event - *general interest events, no small group meetings*
• Meet calendar submission guidelines - *submit 10 business days in advance, allow two business days for approval*
• Submission approval - *by Marketing and Communications staff*

See also www.lr.edu/calendar-policy-and-guidelines
Best Practices for Format & Style

- Event title
- Event description
- Event title and description examples (see website)
- Event images - permitted images contain no text, no clipart, are high in quality and aren’t copyrighted
- Documents and attachments - must not include same info as in the calendar listing; must be remediated for accessibility

See also [www.lr.edu/calendar-best-practices](http://www.lr.edu/calendar-best-practices)
Calendar Sign Up & Login
Submit an Event
Calendar Listing
Places, Departments & Groups
Places, Departments & Groups
Event Filters & Search
Registration & Tickets

**Visiting Writers Series: Colm Tóibín and Patrick Radden Keefe**

- **Date:** Thursday, March 18, 2021, 6:00 PM
- **Location:** Online Event

**About this Event**

- Virtual Event
- Free Event
- Add to calendar

A list of award-winning Irish authors presented at Lenoir-Rhyne University.

During the spring semester, Colm Tóibín and Patrick Radden Keefe will present in conjunction with the Southern Regional Chapter of the American Conference for Irish Studies.

**Your registration is confirmed!**

You will be receiving an email confirmation with your ticket attached.

If you have any questions about your registration, reply directly to the confirmation email, or contact the organizers separately and reference your order #7D5HR9904.
Registration & Tickets

Link to a Zoom webinar registration page.
Registration & Tickets
Registration & Tickets
Weekly LR Events Digest
Questions?

calendar.lr.edu
Live Demonstration

How to submit an event to the university calendar.