Organizing an event? Wondering how to publicize it?
Here are 10 simple steps you can take in order to make people aware of your event.

1. **Request your room using 25Live.**
   - Post your event as soon as the basics are in place—even if you don’t have everything you want to include. You can update your description at any time.
   - Make sure the time and location are accurate.
   - Make sure your “event name” is exactly as you’d like it to appear on the online calendar (smith.edu/calendar) and in event listings.

   **TIP:** Reservations should be confirmed, and event description and publicity preferences should be registered in 25Live, at least three weeks before your event in order to appear in local events listings. But feel free to take these steps even further in advance. People are busy, and the sooner someone sees your listing, the more likely it is that they’ll be able to attend.

2. **If you want...**
   - Your event listed on local media calendars
   - Your event listed on the Five College Calendar
   - Your event listed on smith.edu/calendar
   - Your event considered as a featured event on smith.edu/calendar

   **Then you need to...**
   - Add the resource “Publicity—local media calendars”
   - Add the resource “Publicity—Five College Calendar”
   - Do nothing. It’s automatically listed!
   - Make sure you indicate the event is open to the general public and include a description.

   **But make sure you...**
   - Add the resource at least three weeks before the event
   - Add the resource at least one week before the event
   - Don’t check “private” in the events category

The sooner someone sees your information, the more likely it is that they’ll be able to attend your event.
Include an event description in your 25Live reservation.
The livelier and more interesting your description, the better!
• Since 25Live is the primary source of event information, your event description is the information most people will use to decide whether to attend this event.
• Remember: People are busy. Make your description brief and compelling.

TIP: If you wanted your best friend to attend, how would you describe this event? Think about using that as the first sentence of your event description.

Think about supplementing your event description with additional information.
• You can include links in your event description. You can, for example, point to your speaker or performer’s website.
• Interested in adding photos, video, posters or art? The “Event Description” window allows HTML, including links to videos, posters, etc.

Are you using Facebook or Twitter?
The people following you on those channels are the people who care most about your program, and who are therefore most likely to attend your event.
• Post your event on Facebook and Twitter at least a few days ahead of time so that your followers can plan to attend.
• You can link from Facebook and Twitter directly to your events post in 25Live. This is another reason to make your 25Live post as interesting and informative as possible.

TIP: Posting the event to your Facebook or Twitter channel also allows your followers to share the event on their social media channels. There’s an amplifying effect!

25Live is the primary and most important source for event information. But in addition to posting your event and a great description in 25Live, there are other steps you can take to notify people about events you are sponsoring.

Want to notify folks on campus about your event? Submit an announcement to eDigest.
• The eDigest is emailed to everyone on campus Tuesdays and Thursdays during the semester (Tuesdays only during the summer).
• To submit your event, or for more information on the eDigest, go to smith.edu/edigest.

TIP: You can run an item in up to three editions of the eDigest. Specify which editions you’d like in the notes to the eDigest editor.

Think your event is newsworthy?
When you request the resource “Publicity—local media calendars” in your 25Live submission, the News Office automatically includes your event in the listings we send to local media calendars. But if you think the local media may be interested in writing a story about your event, and if the News Office isn’t able to pitch it as a feature story, you may wish to reach out to editors or reporters.

• The media are busy, and space for feature stories about events is limited. It’s best to reach out to the media 3–4 weeks in advance of your event, to maximize opportunities for coverage.
• Locally, the Daily Hampshire Gazette and the Valley Advocate are the most likely to be interested in your event, and the Springfield Republican is also an option.

• Most editors prefer to be contacted via a concise, compelling email, rather than by phone or with a news release.

TIP: If you have your posters printed on campus through Copy & Print Services, they’ll distribute your posters on campus, too. More information is online at smith.edu/copyprint.

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Finally: The most effective communication is always word of mouth.

- Tell your friends and colleagues about your event.
- If you’re a faculty member, tell your students about your event. (Students tell us that this is the single most effective means of encouraging attendance at events.)

TIP: Creating a buzz among people who are already interested is the best way to expand the circle of people who will become interested.
WHY 25LIVE?

When it comes to calendars, more isn’t necessarily better.

For the general public, a centralized calendar system makes it easier to find out what’s happening on campus. A centralized calendar:

- collects all events information in one prominent location
- provides information that’s searchable (by day, location, event type, sponsor, etc.).

For events planners, a centralized calendar also makes it easier to publicize events. With a centralized calendar system:

- Events planners are required to go to only one location (25 Live) in order to post information about their event.
- One source (25Live) provides events info to multiple outlets (the online calendar, the Five College calendar, key local events listings, and departmental calendars that are fed by 25Live).
- If events information changes (if your speaker cancels, for example, or if you change venues) a change in 25Live automatically updates information in the online calendar and on departmental calendars that are fed by 25Live.