Organizing an event? Wondering how to publicize it?

The sooner someone sees your information, the more likely it is that they’ll be able to attend your event.

https://www.smith.edu/emo
Reserve the Space
- Create the event in 25Live, requesting space on campus
- Identify resources needed: tables, chairs, etc.
- Make sure time and location are accurate
- Create an event name that describes the event

Tip: Reservations should be confirmed and event resources needed entered in 25Live at least three weeks prior to the event.

Create a Description
- Include an event description in the 25Live reservation; this will appear on the calendars
- Supplement your description with additional information: links to your speaker’s website, interesting photos, videos, posters

Tip: Since 25Live is the primary source of your event information, the description should be clear, compete, lively and enticing.

Arrange for Publicity
- Add a publicity resource in 25Live
- For listing on the Smith website calendar, take no action; the event is automatically listed
- For listing on local media calendars, add the resource Publicity—local media calendars in 25Live three weeks before the event
- For listing on the Five College calendar, add the resource Publicity—Five College calendar at least one week before the event

Tip: If your event is open to the public, make sure this is indicated.

Design a Poster
- Create a poster for campus distribution
- Include the date, time, and location; the name of any speakers; website or phone number to call for more information; an attention-getting image

Tip: If you have your poster printed by Smith’s Copy & Print Services, 51 Green St., they will distribute them for posting in kiosks all over campus.

Explore Smith Website Options
- Place an announcement in eDigest, which is emailed to the entire campus every Tuesday and Thursday
- Submit an announcement at smith.edu/edigest

Tip: Wondering about the Gate? Because the Gate covers key college priorities, it cannot serve as a primary vehicle for announcing every departmental event.

Use Social Media
- Consider posting your event on Facebook and Twitter at least a few days prior to the event
- Link from Facebook and Twitter directly to the event in 25Live

Tip: Posting the event to your Facebook or Twitter channel allows your followers to share the event on their social media channels.

Seek Wider Coverage
- Reach out to the media, such as the Daily Hampshire Gazette and the Valley Advocate, through their contact information posted on their websites

Tip: Most editors prefer to be contacted via a concise compelling email rather than by phone and at least 3 to 4 weeks in advance.

Spread the Word
- Tell your friends, your students, and colleagues about your event and let them spread the word

Tip: Creating a buzz among people who are already interested is the best way to expand the circle of people who may attend.