

Campus Events Marketing Support Checklist

Marketing Communications offers resources for promoting your campus event (workshops, colloquiums, speakers, conferences, etc)

For event support and other needs, please contact the [Events](#) and [Facilities](#) offices.

Promotion and Collateral Needs

Complete as early as possible before event:

Create a digital presence:

When you have all the information about your event collected (see below list), add the event to the **University Calendar**. Here are [instructions](#) on how to add an event. Under “Post to Website,” make sure to select “WPI Today,” which will post your event to the daily emails sent to faculty and staff.

Sample Essential Information for the Web:

- **Name of event, date(s), time**
- **Description**
- **Target Audience(s)**

Optional Information (use only if your event requires this)

- **Registration Form** (contact cmshelp@wpi.edu if you need this support)
- **Program** (event agenda and descriptions of speakers with bios and topics)
- **Travel & Lodging:** repurpose the content here: <https://www.wpi.edu/coming-to-campus>

If you require a more robust web presence, send a request to cmshelp@wpi.edu. You can request a **landing page** for a conference, similar to [this example](#) (login with WPI credentials required). You will need to submit all the necessary webpage content to CMS Help before the page can be built.

Options for Event Collateral and Marketing Resources Timeline

Giveaways/Premiums: (order at least 4 days in advance; special orders take 3-4 weeks)

Some events call for just the right gift for attendees. Visit the [WPI digital storefront](#) to find available stock items for delivery on short notice (shipping charges apply). Some ideas from past events include tee shirts, coffee or travel mugs, water bottles, pens, umbrellas, power banks, tote bags, lapel pins, etc.

Alternatively, place a special customized order through WPI's partnership with Land's End [here](#). Visit the [Ordering Items](#) section on the Marketing Communications [Resources and Tools](#) page for additional information.

Signage: (order at least 2 weeks in advance; some special orders require additional lead time)

Some events call for directional signage to make sure attendees get to where they need to go or signage that displays certain needed information. For signage orders, first contact the [ATC](#) to have your signs printed. If the ATC is unable to complete your special request, submit your request to marketing@wpi.edu.

Step & Repeats, Banners, and Table Covers: (request at least 2 weeks ahead; custom orders require additional lead time)

Reserve event banners and table covers for your event by emailing marketing@wpi.edu. Contact Marketing Communications for custom orders.

Banner sizes:

- Small (72" w x 36" h)
- Large (144" w x 72" h)

Hanging banners have grommets and pole pockets for installation.

Event Photography: (request at least 2 weeks in advance)

For event photography, you can request a student photographer from the [Student Photography Club](#). Alternatively, you can hire a paid marketing student photographer. [Fill out this form](#) to initiate a photography request.

Programs/WPI Folders: (order at least 1-2 weeks in advance)

Some events or conferences will require print materials to be used for the event. Once you have your content ready for the program, please email marketing@wpi.edu and someone will assist with your order. There is a cost for printing, so be sure to include that in budget planning.

Larger programs are best packaged within a WPI folder. Folders are available and can be purchased by emailing marketing@wpi.edu.

Other Collateral Resources

WPI Logos and Seal:

For flyers to post and share, use WPI marks and logos appropriately in your promotions. Access the [black and white logo](#) and the [color logo](#) here. Please note, however, that WPI branding is not necessary for on-campus events.

To obtain a copy of the WPI seal, email logo@wpi.edu. Review the [quick reference guide](#) for usage of the WPI logo.

Speaker PowerPoint Slides:

WPI-branded [PowerPoint template](#) can be found here.

Maps:

For maps or directions to give to attendees, access and download interactive and print maps [here](#). The official WPI parking map can be found [here](#).

Nametags:

Use [this template](#) to create event name tags and print them on your office printer. Compatible with Avery product #5392 (6 name tags per page).

Promotional Ideas

- Use the **University Calendar**: Not only will your event be [added to the university calendar](#) on wpi.edu, but it will also be added to all relevant web pages as tagged, included in the WPI Today email and the WPI mobile app.
- **Is your event newsworthy in some way?** Send a note to the PR team at media@wpi.edu about your suggested story idea for consideration. Include your University Calendar event listing link in the email and any other information you have. If the team believes the event has story potential for the WPI Community or beyond, a representative will connect with you.
- **Social media**: Have a social media channel? Use it to promote your event. Don't have a social media channel or want your information directly on WPI's social media channels? Fill out the [social media request form](#). For additional social media info, click [here](#).

Internal-Only WPI Community Promotion

- **Promote on the Digital Screens**: Consider [making a graphic](#) for the event you'd like to share with the community. Submit your design [here](#) to be featured on digital screens across campus. (*Your slide will only appear in certain locations around campus, at each screen manager's discretion*). More information about digital screens can be found at the bottom of the Marketing Communications [Resources and Tools](#) page [here](#).
- **Use your network!** Word-of-mouth is an effective way to promote your event—especially events that are only for WPI community members. Contact colleagues, department offices, and student groups you are closely connected with. Contact your connections on LinkedIn and other online groups.
- **Looking to reach students specifically?** If you have portal access to TechSync (powered by Campus Labs), add your event to the calendar in your Portal and choose *anyone in the world* as your audience. Additionally, when your event is on the TechSync Community Calendar, your event will feed into the University Calendar on wpi.edu and be considered for inclusion in the weekly email that is distributed to all students.
 - If you are looking to reach students but do not have a departmental portal, request access to the general department portal by connecting with the Student Activities Office via email at sao@wpi.edu. They will provide direction on how to gain access to the portal and create your event.

Internal promotion continued:

- **Newsletters:**
 - For consideration in the **Alumni newsletter** or to **request a list of alumni** who fit your attendee profile, send a description of the event and your request to alumni-office@wpi.edu.
 - For consideration in the **Office of Diversity, Inclusion, and Multicultural Education Newsletter**, send a description of the event and your request to diversity@wpi.edu.
- **Email (as a last resort).** When used sparingly, email can be appropriate. Stay simple since people often get bombarded with emails. The less “fancy” they are, the better. Provide who, what, where, when, and how information in as few steps as you can.
 - Send requests to the Undergraduate SGA President for email consideration to undergrads: undergraduates@wpi.edu
 - Send requests to the Graduate SGA President for email consideration to graduate students: graduate-students@wpi.edu; grads-fulltime@wpi.edu; grads-parttime@wpi.edu

External-Only Community Promotion

For free Worcester listings, consider the following:

Worcester Chamber of Commerce

- Event calendar: <http://business.worcesterchamber.org/events/catgid/6>
- Submitting an event: email info@worchesterchamber.org

Worcester Cultural Coalition

- Calendar: <https://worcesterculture.org/calendar-of-events/>
- Submitting an event (account needed): <http://www.socialweb.net/Events/edit.lasso?client=23>

Massachusetts Education and Career Opportunities Inc. (MassEdCO)

- Calendar/News & Events: <http://www.massedco.org/news-events>
- Submitting an event: Email: info@massedco.org

HECMA (Higher Education Consortium of Central Mass)

- *Calendar (Social Web)*: <http://www.socialweb.net/Events/>
- Submitting an event (account needed): <http://www.socialweb.net/Events/edit.lasso>

For larger, external events, **paid outside promotion** may be necessary. First, take your event budget into consideration. Buying ad space or doing social media campaigns will cost money, as will buying lists, and printing invitations and flyers to mail out.

If you need assistance, contact marketing@wpi.edu to figure out options that could work within your budget.