

## Campus Events

*Suggested marketing support for academic and co-curricular related events, such as workshops, colloquium, speakers, and conferences.*

### Event Needs

#### **An Online Presence:**

When you have all your content ready to go and packaged up, add the event to the University Calendar. Here are instructions on how to add an event to the university calendar: <https://www.wpi.edu/offices/marketing-communications/cmshelp/drupal/adding-events>

#### Sample Essential Web Elements

- Title, date(s), time
- **Description**
- Target Audience(s)
- **Registration Form** (contact [cmshelp@wpi.edu](mailto: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> and <https://www.wpi.edu/about/worcester.>)

If you require a more robust web presence, please send a request to [cmshelp@wpi.edu](mailto:cmshelp@wpi.edu). You can request a landing page for a conference, similar to this example: <https://www.wpi.edu/c/energyresearch> (login with WPI credentials required). You will need to submit all the content before the page can be built.

#### **WPI Logos:**

For flyers to post and share, please use WPI marks and logos appropriately in your promotions. Access information here re logos: <https://www.wpi.edu/offices/marketing-communications/resources-guidelines>. Please note, however, that no WPI branding is necessary for on-campus events.

#### **Speaker PPT Slides:**

WPI-branded Powerpoint templates can be found here: <https://www.wpi.edu/offices/marketing-communications/resources-guidelines>.

**Program/WPI Folders:**

Some events or conferences will require print materials to be given out during the event. Once you have your content ready for the program, you can bring it to the WPI Print Shop for printing, stapling, and collating. Remember 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 approximately **\$1.15** each, and can be purchased directly from the WPI Print Shop: <https://www.wpi.edu/offices/printing-services>.

**Event Photography:**

There are a few options to consider. For event photography, you can request a student photographer from the Student Photography Club. Alternatively, you can hire a professional photographer. Contact [marketing@wpi.edu](mailto:marketing@wpi.edu) for an updated listing of professional photographers.

**Giveaways/Premiums:**

Some events call for just the right gift for attendees. Visit the WPI digital storefront (<http://www.nepm.info/wpi/>) to find readily available stock items for delivery on short notice, and also some selections for special orders. Some ideas from past events include tee shirts, coffee or travel mugs, water bottles, pens, umbrellas, power banks, tote bags, lapel pins, etc. You should try to plan ahead to allow at least 3-4 weeks for the order processing and delivery of special order promotional items. For customized orders, please visit <https://www.wpi.edu/offices/marketing-communications/resources-guidelines> under Ordering Items for instructions.

**Signage:**

Some events call for signage to make sure attendees get to where they need to go. For signage requests, please consider borrowing existing signage options from the Events Office. Check with them first to see what is available. If customized signage is needed, please submit your request to [marketing@wpi.edu](mailto:marketing@wpi.edu).

**Maps:**

Do you need a map? You can access and download interactive and print maps here: the official WPI parking map here: <https://www.wpi.edu/coming-to-campus>

## Promotional Ideas

### Internal WPI Community

- 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 fed to the WPI mobile app.
- Consider sending a note to The Daily Herd to get information about your event in front of the WPI community. To submit a story idea, email [dailyherd@wpi.edu](mailto:dailyherd@wpi.edu).
- Is your event newsworthy in some way? Send a note to the PR team at [media@wpi.edu](mailto:media@wpi.edu). Give them all the information you have and they'll connect with you to talk through any potential media interest.
- Socialize it! If your division has social media, use it to promote the event. This works particularly well when trying to reach students. Create a hashtag or use one that's already trending, if the event has ties to a larger organization. Or promote it through the WPI handles by submitting your event information via this form: <https://wpisocialmediacontent.wufoo.com/forms/zy05gnc0yibd04/>
- **Looking to reach students?** 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, so students can find event information. 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, you can request access to the general department portal by connecting with the Student Activities Office via email at [sao@wpi.edu](mailto:sao@wpi.edu). They will provide direction on how to gain access to the portal and create your event.
- Email (as a last resort). When used sparingly, email can be appropriate. Just go simple. People can get bombarded with emails that the less "fancy" they are, the better. Give them 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](mailto:undergraduates@wpi.edu); Send requests to the Graduate SGA President for email consideration to graduate students: [graduate-students@wpi.edu](mailto:graduate-students@wpi.edu); [grads-fulltime@wpi.edu](mailto:grads-fulltime@wpi.edu); [grads-parttime@wpi.edu](mailto:grads-parttime@wpi.edu); send requests to the potpourri email list to reach staff and faculty.

### External Community

For larger, external events, you may find that you need to promote outside of WPI and the media. There are various ways to do this and it mostly depends on your budget. To buy ad space or to do social media campaigns will cost money, as will buying lists, and printing invitations and flyers to mail out. So consider your budget first and what you are able to spend, if anything. If you need assistance, contact [marketing@wpi.edu](mailto:marketing@wpi.edu) to figure out some options that will work within your budget.

For consideration in the Alumni newsletter or to request a list of alumni that fit your attendee profile, send a description of the event and your request to [alumni-office@wpi.edu](mailto:alumni-office@wpi.edu).

For free Worcester listings, you may want to consider the following:

**Worcester Chamber of Commerce**

Event calendar:

<http://www.worcesterchamber.org/programs/chamber-events-calendar/>

Submitting an event:

<http://business.worcesterchamber.org/events/public-submission>

**WOO**

Calendar:

<http://www.worcestermass.org/arts-culture-entertainment/woo-card/where-to-woo-calendar>

Submitting an event (account needed):

<http://www.socialweb.net/Events/edit.lasso?client=23>

**Worcester Consortium (has split into two groups as of 2013)**

<http://www.telegram.com/article/20130709/NEWS/307099681>

**Massachusetts Education and Career Opportunities Inc. (MassEdCO)**

Calendar/News & Events:

<http://www.massedco.org/news-events>

Submitting an event:

Email: [info@massedco.org](mailto:info@massedco.org)

**Colleges of Worcester Consortium**

Calendar (Social Web):

<http://www.socialweb.net/Events/>

Submitting an event (account needed):

<http://www.socialweb.net/Events/edit.lasso>