Off Campus

• Create a website
• Email
• Social media
• Actual Media
Create a website
Pictures
Content
RSVP tracking
Pictures

Good images, but not overloaded
Give people an idea of what the event looks like
Content

Notice how there is info about the event, but it is organized neatly. Not too much all in one place. Necessary info is easy to see/find like:

- Date
- Time
- Location
- How to RSVP
- Deadlines
- Contact

Event Information

Monday, May 12, 2014
5:30 p.m. - Cocktails
6:30 p.m. - Program

The Foundry at Puritan Mill
916 Joseph E. Lowery Boulevard NE
Atlanta, GA 30318

Please submit this information no later than Monday, April 14, 2014.

If you have questions, please contact the University Events Management Office at events@gsu.edu or 404.413.1350.
RSVP tracking

Wordpress forms
Track RSVPs
Format namebadges
Gather guest details
Gather dietary restrictions

**Visit The Exchange in Library South or Wordpress Lab on Thursdays, 4th Floor Centennial Hall for website help.
Email

Come up with a timeline
What should you include?
Too many emails can be overwhelming
OR, sending too late can reduce attendance

4 emails you definitely want:
- Invitation(s)
- Registration confirmation
- Event reminder(s)
- Post-event thank you

<table>
<thead>
<tr>
<th>Date</th>
<th>Email action</th>
<th>Recipient list</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Jan</td>
<td>Design email formats</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Email Invitation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Thank you for your RSVP</td>
<td></td>
</tr>
<tr>
<td>28-Feb</td>
<td>Website Live</td>
<td></td>
</tr>
<tr>
<td>5-Mar</td>
<td>Mass email invitation</td>
<td>ALL recipients</td>
</tr>
<tr>
<td></td>
<td>ONGOING RSVP email confirmation</td>
<td>ALL recipients who have RSVP'd</td>
</tr>
<tr>
<td>15-Mar</td>
<td>Mass email invitation</td>
<td>ALL recipients minus those who have already RSVP'd</td>
</tr>
<tr>
<td>1-Apr</td>
<td>Mass email invitation</td>
<td>ALL recipients minus those who have already RSVP'd</td>
</tr>
<tr>
<td>15-Apr</td>
<td>Reminder: Don't forget to RSVP to Event</td>
<td>ALL recipients minus those who have already RSVP'd</td>
</tr>
<tr>
<td>20-Apr</td>
<td>Reminder: Event Details</td>
<td>ALL recipients who have RSVP'd</td>
</tr>
<tr>
<td>25-Apr</td>
<td>EVENT DATE</td>
<td></td>
</tr>
<tr>
<td>27-Apr</td>
<td>Thank you for attending: Here's a re-cap</td>
<td>ALL recipients who RSVP'd</td>
</tr>
</tbody>
</table>
What to include?

- SHORT description of what the email/event is about
- Visuals (graphics/photos)
- Link to the website where you have more info/places to RSVP and ask questions
Social Media

Timeline
Pre-write
Hashtags
Timeline

Just like for emails, figure out what you are going to post, and where, in advance.

<table>
<thead>
<tr>
<th>Date</th>
<th>Social Media Channel</th>
<th>Type of Post</th>
<th>Verbiage of Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-Jan</td>
<td>Facebook</td>
<td>Announcement that Event is in the planning stages - stay tuned!</td>
<td>We are excited to announce EVENT is taking place on April 25!</td>
</tr>
<tr>
<td>20-Jan</td>
<td>Twitter</td>
<td>Announcement that Event is in the planning stages - stay tuned!</td>
<td>EVENT is going to be fun to plan - we have so many ideas - do you have any? Leave in the comments below</td>
</tr>
<tr>
<td>1-Feb</td>
<td>Facebook/Twitter</td>
<td>Announce something new in planning process - get your tickets</td>
<td>Invitations have gone to the printer - but go ahead and add the date to your calendar - April 25 :)</td>
</tr>
<tr>
<td>15-Feb</td>
<td>Twitter/Twitter</td>
<td>Announce something else new in planning process - get your tickets</td>
<td>We're getting lots of inspiration for fun centerpieces</td>
</tr>
<tr>
<td>1-Mar</td>
<td>Twitter</td>
<td>Invites are here and you should be getting them soon</td>
<td>Be on the lookout for your invitation</td>
</tr>
<tr>
<td>7-Mar</td>
<td>Facebook/Twitter/Instagram</td>
<td>Invites are out</td>
<td>Picture of Invitation - &quot;Invitations are out!&quot;</td>
</tr>
<tr>
<td>15-Mar</td>
<td>Twitter/Facebook</td>
<td>Reminder about invites - contact us with questions</td>
<td>Don't forget to check your mail for your invite to the EVENT April 25</td>
</tr>
<tr>
<td>25-Apr</td>
<td>Instagram</td>
<td>1 Month out - have you RSVP'd?</td>
<td>Photo of RSVP site/invitation &quot;We're one month away - have you RSVP'd?&quot;</td>
</tr>
<tr>
<td>1-Apr</td>
<td>FB/twitter</td>
<td>Announce something new in planning process - get your tickets</td>
<td>Picking out linens is fun - blue and white - Go Panthers!</td>
</tr>
<tr>
<td>4-Apr</td>
<td>FB/twitter</td>
<td>Event 3 weeks out/Reminder that RSVP's close in 2 weeks</td>
<td>We're 3 weeks away from EVENT - have you sent in your RSVP? Registration closes in 2 weeks and space is limited</td>
</tr>
<tr>
<td>7-Apr</td>
<td>FB/twitter</td>
<td>Announce something new in planning process - get your tickets</td>
<td>Don't forget to get your tickets - we can't wait to show you more of our fun centerpieces.</td>
</tr>
<tr>
<td>11-Apr</td>
<td>FB/twitter</td>
<td>2 weeks out/Reminder that RSVP's close in 1 week</td>
<td>We're 2 weeks away from EVENT - have you sent in your RSVP? Registration closes in 2 weeks and space is limited</td>
</tr>
<tr>
<td>18-Apr</td>
<td>FB/twitter/Instagram</td>
<td>1 week out/Reminder that RSVP's close tomorrow!</td>
<td>We're 1 week away from EVENT - have you sent in your RSVP? Registration closes in 2 weeks and space is limited</td>
</tr>
<tr>
<td>20-Apr</td>
<td>FB/twitter/Instagram</td>
<td>Last day to RSVP</td>
<td>Last day to RSVP to EVENT - sign up now!</td>
</tr>
<tr>
<td>21-Apr</td>
<td>FB/twitter/Instagram</td>
<td>Getting excited about the event</td>
<td>We can't wait to celebrate with you</td>
</tr>
<tr>
<td>22-Apr</td>
<td>FB/twitter/Instagram</td>
<td>Event is almost here - ask us questions?</td>
<td>Got any questions about EVENT - contact us here</td>
</tr>
<tr>
<td>23-Apr</td>
<td>FB/twitter/Instagram</td>
<td>Event is 2 days away - photo of event supplies</td>
<td>Photo of event set up &quot;2 days left to go!&quot;</td>
</tr>
<tr>
<td>24-Apr</td>
<td>FB/twitter/Instagram</td>
<td>Event is tomorrow</td>
<td>Reminder: EVENT is tomorrow at LOCATION and TIME - see you soon!</td>
</tr>
<tr>
<td>25-Apr</td>
<td>FB/twitter/Instagram</td>
<td>EVENT IS HERE</td>
<td>It's EVENT day!</td>
</tr>
<tr>
<td>26-Apr</td>
<td>FB/twitter/Instagram</td>
<td>Photo from last night - Thank you</td>
<td>Photo from event height - &quot;It was such a great night, thanks to all of you!&quot;</td>
</tr>
</tbody>
</table>
Pre-write

Once you’ve figured out generally what you want to post when, actually write the Facebook posts/tweets/comments in advance.

If you have accompanying pictures (bonus) make sure to get these in advance so you can get the images you want.
Hashtags

Use the hashtag in everything.

You should include it on your website and in your emails as well as your posts so guests are already familiar with it when they are live at the event.

Hashtags can be fun and creative like #AllBlueAllIn, or they can be more generic like #CelebratingFacultyExcellence.

It may be obvious, but that may also help it get used.
Actual Media
If you are looking for a wider audience . . .
Contact: Leah Seupersad

lvh@gsu.edu
3-1354

She can help with the message and point you in the right direction.
On Campus

• Locations on Campus to advertise
• Vendors
Outdoor Banners

• Location
  • Courtland Street Fence/Library Plaza Entrance

• Size
  • 8’ wide x 3’ high

• Guidelines
  • Eight banner spaces on the Library Plaza fence are available for reservation.

• Contact
  • Student Center - scucevents@gsu.edu or 3-1870
Outdoor Banners

• Location
  • Decatur Street Crossovers

• Size
  • 8’ wide x 3’ high

• Guidelines
  • Four banner display spaces on the Sports Arena crossover and the General Classroom Building crossover above Decatur Street are available for reservations.

• Contact
  • Student Center - scucevents@gsu.edu or 3-1870
Indoor Banners

• Location
  • 2nd Floor railing above the atrium pre-function area on the first floor of the Student Center

• Size
  • 8’ wide x 3’ high

• Guidelines
  • This space is available to advertise activities and events occurring in the State Ballroom. Banners in this location may be displayed the day of the event only and will be removed and returned to the client immediately following the event.

• Contact
  • Student Center - scucevents@gsu.edu or 3-1870
Indoor Banners

• Location
  • 2nd Floor railing above the courtyard food court in the Student Center

• Size
  • 4’ wide x 3’ high

• Guidelines
  • Banners must be professionally made and have 1” grommet holes to accommodate mounting ties. All banners in this location will be hung and removed by Student*University Center staff. Banners must be delivered to the Reservations Office at least two business days prior to scheduled display date.

• Contact
  • Student Center - scucevents@gsu.edu or 3-1870
Information Tables

- Location
  - Library Plaza between Pullen Library and Sparks Hall

- Size
  - Recommend no larger than 8.5” x 11”

- Guidelines
  - Reservations must be completed at least one week prior to event date. Tables may be used between 10:00a-2:00p daily. Additional materials such as displays and equipment may be utilized with the approval of the Student*University Center Assistant Director for Center Services and must be requested at time of reservation. Student*University Center cannot provide storage for any materials

- Contact
  - Student Center - scucevents@gsu.edu or 3-1870
Information Tables

• Location
  • Langdale Hall Plaza

• Size
  • Recommend no larger than 8.5” x 11”

• Guidelines
  • Reservations must be completed at least one week prior to event date. Tables may be used between 10:00a-2:00p daily. Additional materials such as displays and equipment may be utilized with the approval of the Student*University Center Assistant Director for Center Services and must be requested at time of reservation. Student*University Center cannot provide storage for any materials

• Contact
  • Student Center - scucevents@gsu.edu or 3-1870
Handouts

• Location
  • Student Center

• Size
  • Recommend no larger than 8.5” x 11”

• Guidelines
  • The act of distributing materials to an individual is permitted within the Student*University Center with prior approval from the Student*University Center Administrative Office.

• Contact
  • Student Center - scucevents@gsu.edu or 3-1870
Display Cases

- **Location**
  - 3rd Floor of the Student University Center near the Information Center and across from the Bookstore

- **Size**
  - 72” high x 30” wide

- **Guidelines**
  - These display cases are reserved on a first-come, first-served basis by completing a Display Case Reservation Request form, available in the Reservations Office.

- **Contact**
  - Student Center - scucevents@gsu.edu or 3-1870
Bulletin Boards

- Location
  - Located throughout the Student Center

- Size
  - Recommend no larger than 8.5” x 11”

- Guidelines
  - Posted items should clearly identify the affiliation with the university. Organizations not affiliated with the university may not post items in Student Center bulletin boards. Only one posting is permitted per bulletin board.

- Contact
  - Student Center - scucevents@gsu.edu or 3-1870
Grip Strips

• Location
  • Located throughout the University Center

• Size
  • No larger than 8.5” x 11”

• Guidelines
  • Posted items should clearly identify the affiliation with the university. Organizations not affiliated with the university may not post items on University Center grip strips. Only one posting is permitted per grip strip location.

• Contact
  • Student Center - scucevents@gsu.edu or 3-1870
Table Tents

• Location
  • Piedmont Hall Dining Room
  • Freshman Hall Dining Room
  • Student Center Courtyard
  • Panthers Club
  • Panthers Pizza
  • Panther’s Corner Cafe
  • Saxby’s Coffee

• Size
  • No specific size

• Guidelines
  • Chris Connelly, Auxiliary Services needs to approve the creative before being placed on tables.

• Contact
  • Chris Connelly at cconnelly@gsu.edu
A Frames

• Location
  • Unity Plaza
  • Corner of Student Center/Sparks
  • Corner of Student Center/Rec Center
  • Petit Science Center
  • Urban Life Plaza
  • Sports Arena
  • University Center Plaza
  • Aderhold Learning Center
  • Library Plaza
  • Langdale Hall Bus Stop

• Size
  • 36” x 24”

• Guidelines/Contact
  • Public/No Reservations
Mounted Poster on Easel inside Colleges and Buildings

- Location/Size (20"x24" or 24"x36")
  - RCB - Diane Moore
  - Library - Pam Lucas - *Does not allow poster/easel, but will distribute flyers
  - School of Nursing - Angela Go - *Does not allow poster/easel, but will distribute flyers
  - COE - Angela Turk
  - AYS - Gayon McFarquhar
  - Student Rec Center - Melissa Bucheit
  - Aderhold Learning Center - Cynthia Gay
  - Student Center - Carole Golder
  - Bookstore - Wade Douglas or Alisa Arellano
  - Urban Life Building - No reservation - **min 24"x24", max 36"x30"
    - Lobby Level of Student Center - first-come, first-served basis - complete Poster Easel Placement Request form, available in the Reservations office. Size **min 24"x24", max 36"x30"
- Guidelines/Contact: Contact above person for reservations and details
Social Media

- Request should be in writing at least 2 weeks in advance.
- Requests will be approved or denied based on Ms. Coniglio’s discretion.
- Contact
  - Terry Coniglio, tconiglio@gsu.edu or 3-1356
Vendors

• Printing
  • Copy Corner
  • Needs at least 5 day notice for all jobs
  • Kory Chalmers, 3-9654

• Design
  • Strategic Communications Department
  • Provides creative & copy for all materials and handles most printing to finish job - No job too big!
  • Renata Irving, 3-1363