Working with University Communications
Promoting Your Event: A Checklist

EVERY EVENT

There are very basic, free, and easy levels of promotion that every event should use.
Be sure to include the name of the event, date, time, location, if any RSVP is necessary (and by when), and who to contact for more information.

☐ Enter information onto the University event calendar. Each College/School has individuals with authority to enter events in the Dean’s office.

☐ Submit event details to The Center for Student Involvement (using Event Entry Form) for inclusion in the weekly email of activities to students called, “In the Loop.”

☐ Write a news brief describing the event, with all the salient details, for your College’s Web page.

☐ Prepare a broadcast email that can go to campus@lists.montclair.edu

EVENTS FOR WIDER CAMPUS AUDIENCE

☐ Request other areas cross-post news articles from your Web site to other related University sites.

☐ Create posters or event flyers. Even if for an internal audience, should include Montclair State University name/logo; name/description of event; location, date and time; contact for more information.

Note: If an event is likely to attract an audience beyond our student community you should work with your Dean’s office to request the piece be designed by University Communications. There is no charge for design, but requesting department pays for any printing costs.

LARGE CAMPUS/COMMUNITY EVENT

A large campus or community event may have a marketing or printing budget as part of its plan. You should work with your Dean’s office to request the piece be designed by University Communications. There is no charge for design, but requesting department pays for any printing, postage, or advertising costs.

☐ Posters, flyers, or postcards going off campus should be designed by University Communications. What quantity is needed? Are postcards going to be mailed?

☐ Do you need paid advertising (e.g., The Montclarion, local papers or local Web sites)?

Note: Only University Communications is authorized to place ads.

☐ Would a Media Advisory/Press Release/Local media calendar listing be appropriate?

Note: Only University Communications is authorized to send our media advisories or press releases and will work with you to determine the best option for media outreach. For best results, contact us four weeks prior to your event.

☐ Do you need Invitations? If so, will they be printed, a JPEG email, or through a vendor such as Constant Contact? Who has the mailing list? Will postage be first class or nonprofit? Does envelope need a wafer seal?

☐ Would you like event to be considered for posting on LED board on Valley Road?

☐ Would you like information to be considered for inclusion in monthly alumni e-newsletter?

☐ Will there be a day-of-event program? Any other materials for that day?

☐ Are any other brochures needed?