



Your how-to guide to **PUBLICIZING EVENTS ON CAMPUS**



THERE ARE SEVERAL WAYS TO LET THE COMMUNITY AND THE WORLD KNOW ABOUT YOUR EVENTS AND MEETINGS

FIRST, plan ahead. Events pulled together at the last minute are exhausting and less effective. The absolute minimum is two weeks ahead but that's really too late. Planning two months or more in advance gives campus partners ample time to prepare for and promote events resulting in higher event attendance and better event execution. Gold stars to those who plan even farther in advance.

SECOND, visit Conference and Events at <https://one.regis.edu/university-operations/auxiliary-services/event-services>

They will help with:

- Picking a date and scheduling a room or physical space (such as a foyer or commons)
- Catering needs
- Tables, chairs and audio-visual equipment setup if needed.
- Adding you to the Regis Events Meeting (REM) agenda.

CONTACTS:
events@regis.edu or 303.964.5066

Questions?
Visit one.regis.edu/marcom

REGIS UNIVERSITY
MARKETING AND COMMUNICATIONS

NOW THAT YOU HAVE A TIME, DATE AND PLACE, IT'S TIME TO PROMOTE YOUR EVENT. FIRST YOU NEED A WEB PRESENCE AND MARKETING MATERIALS.

GET ON THE ONLINE CALENDARS

You need a link to promote your event. The university maintains calendars of events on **Regis.edu** (public) and **one.regis.edu** (of primary interest to faculty and staff).

Submit event info at **regis.edu/submitevent**.

Allow for up to 10 business days.

DESIGN YOUR PROMOTIONAL MATERIALS.

You have choices here.

1. Marketing and Communications (Marcom) funds the Marq design platform to speed the production of posters, flyers, brochures and other materials for internal, on-campus promotion. The template-based system puts the Regis brand right at your fingertips — it's easy to use and includes the Regis logos, colors, fonts and even photos. Promote your event or department with confidence that your materials are elegant, effective and brand aligned. You will need a sponsored email account to create a departmental account, though it's likely your department already has one. Visit **one.regis.edu/marcom**.

2. For external, institutional or high- priority events, go to the "Marcom request form" link at **one.regis.edu/marcom** to request free professionally designed collateral. The required lead time varies depending on workload at that time.

NOW LET'S TALK PROMOTION AND DISTRIBUTION.

PRINTED POSTERS

Take printed posters to the Office of Housing and Residential Engagement in O'Connell Hall (office faces Berce Athletic Center) to have them stamped and distributed by their staff, or people can put up stamped posters themselves. Need 20 posters to cover the event bulletin boards on campus, and they will be left up for 2 weeks.

DIGITAL PROMOTION

E-Newsletters

There are several established e-newsletters that will publicize events:

THE REGIST. This weekly newsletter is sent to all faculty and staff and is produced by Marketing Communications. Events are included in this publication. Contact **marcom@regis.edu**.

FRONT DOOR. This monthly newsletter is sent on second Tuesdays to over 1,000 neighbors and is produced by Community Relations. Contact **outreach@regis.edu**.

PROVOST DIGEST. The provost's office produces this newsletter to academic affairs faculty and staff. Contact **provost@regis.edu**. There are some college and departmental email newsletters that might include event information.

STUDENT AFFAIRS. Student focused events will be regularly promoted and accessible through Ranger Central, an app that provides interactive calendar services focused on student clubs/orgs and student events. The AVP/Dean of Students will also generate regular communications via email to the student body about issues of community importance.

Websites and apps

RUTV. There are 25 screens on campus that promote institutional events – including student government-sponsored events – via rotating slides. A limited number of events can be promoted each week and are limited to departmental sponsored events. Marketing Communications reserves the right to curate content and determine priority for all events. Priority is given to events posted on the university events calendar. Contact **marcom@regis.edu** for more information.



Social media.

Marketing Communications, Alumni Relations and Athletics maintain institutional social media channels like including Facebook, Twitter, Instagram and LinkedIn. Department channels vary. To propose content for the Regis University main university flagship channels, select "social media request" at **one.regis.edu/marcom**. You also can contact social media administrators for other departmental channels. You may request new social media accounts through the "social media request" form on OneRegis.