

ADVERTISING & PROMOTION GUIDE

STUDENT ORGANIZATIONS & CLUBS



BEFORE YOU BEGIN...

- **CONSULT YOUR GROUP'S BUDGET**
 - Are you planning to purchase any snacks, materials, or decorations?
- **DELEGATE TASKS**
 - Delegating tasks among event organizers will help planning run more smoothly.
- **TAKE TIME TO UNDERSTAND YOUR EVENT**
- Before you start planning consider these items:
 - *What is the purpose of my event?*
 - Understanding the purpose of your event will help you organize materials, itineraries, collaborations, etc.
 - *Who is our audience?*
 - Understanding who your audience can help you focus your advertising to a more relevant group of people.
 - *Does my event have a theme?*
 - A Theme makes your event attractive and in some cases better understood by those who come past it. This theme should stay consistent in media for advertising

TYPES OF POSTS

- **FLYERS**
 - Flyers can be distributed at events, meetings, on campus and at home campuses.
- **POSTS**
 - Media for general posts can be shared on your club's personal socials and MSC feeds.
- **STORIES**
 - Stories are great mediums for event reminders, short term advertising, and photos.
- **ALL PROMOTIONAL MATERIALS SHOULD REFER TO YOUR CLUB MACAULAY PAGE.**

CLUB MACAULAY

Your **Club Macaulay** page is where all of the information for your event will live. Make sure your page is updated, attractive, and informative.

To create an event on Club Macaulay:

1. Go to your *Group Page* on Club Macaulay
2. Select *Events* in the side bar, and click the [Create Event](#) button in the top right.
 - a. Use the *Macaulay Event Template*

Completing the Student Event Form:

1. Fill out all the general information about your event. It's name, time, location, etc.
2. Attach a flyer or graphic for your event. Make the image appealing and clear- more detailed info will live in your event description.
3. Fill your Event Description with relevant information:
 - a. Description of Activities
 - b. Links, if applicable
 - c. Itinerary, if applicable
4. Club Macaulay has other advanced features you can use to enhance the registration experience if you choose to use them. Things like Club CoHosting, restricted registration access, ticket counting, etc.



AVENUES FOR ADVERTISING

- **CLUB MACAULAY FEED**
 - You can advertise your event right on Club Macaulay by posting it in the Public Feed.
 - You can also use the [Email](#) feature on your Group Page to send emails directly to your club members and contacts.
- **YOUR SOCIAL MEDIA**
 - This is likely your most accessible platform to advertise on. Keep posts semi-frequent and consistent.
- **MACAULAY SCHOLARS COUNCIL**
 - Use the MSC Promotion form to request your flyer to be advertised on the MSC Instagram page:
eportfolios.macaulay.cuny.edu/macaulay-scholarscouncil/it-communications/
- **CLUB COUNCIL**
 - Advertise to your fellow Club Leaders at Club Council. This also gives you the opportunity to look for collaboration with other clubs.

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EVENT PLANNING TIMELINE



Note: This timeline is only a suggested guide. We've found that *the most successful events* are planned well in advance. The earlier your club starts planning your event, the more likely it is to be successful, purposeful, and well attended.

1+ MONTH(S)

BEFORE YOUR EVENT

Start Planning

Begin laying down the groundwork for your event.

- Delegate Tasks
- Brainstorm Activities
- Begin Informing Club Members
- Meet with your Eboard
- Plan your budget

3-5 WEEKS

BEFORE YOUR EVENT

Club Macaulay

Secure your event space by completing the Event Form on Club Macaulay. Fill your event page with as much information as you can.

*Don't start advertising with a set date/time/location until your Event is approved on Club Macaulay.

Start Advertising

Send promotional materials to MSC for posting and begin advertising on your personal socials. **Encourage people to RSVP on your Club Macaulay Page.**

Advertising is a rolling task. Semi-frequent posts will keep students abreast on the details of your upcoming event.

3 WEEKS

BEFORE YOUR EVENT

Access Resources

Access what materials you need for your event, then access what resources you have.

- What materials might you need?
- Does your club have any materials?
- What items free to use at MHC?
- Who, if anyone, is making purchases?

2-3 WEEKS

BEFORE YOUR EVENT

Determine Roles

Determine which roles the members of your team are playing and how many of your club members will be participating. If you need extra hands, your club can source your volunteers from:

- Student Lounge Volunteers
- Club Council / Collaborators

THE WEEK OF

YOUR EVENT

Review

Go over the details of your event and settle any unresolved business:

- Make sure schedules and itineraries are accurate
- Make sure you have people scheduled to set-up & clean up
- Make sure all of your volunteers have a clear idea of the event and their responsibilities.

THE DAY OF

YOUR EVENT

BEFORE

- Show up to the building early enough to set up and meet with your club members/volunteers.
 - Pre-meetings are helpful to make sure everyone working on the event is on the same page.
- Review your Club Macaulay Page. Preview registered attendees.
- Make final reminder posts to social media.

DURING

- Check In Attendees using the Check-In Kiosk feature on Club Macaulay
 - On your event page, Click Manage > Check-in Attendees > Check-In Kiosk
 - **Accurate attendee lists are important for Club Funding**

DIRECTLY AFTER

- Event spaces should be left as you found them. All trash and event materials must be thrown away or stored by the time you leave.

IN THE DAYS AFTER

YOUR EVENT

AFTER

- Ask your attendees for feedback!
 - **You can use the Email Builder feature on Club Macaulay to contact these students directly.**
- Meet with the members of your club and review your event.
 - What went well? What didn't work as well as we hoped? How can we improve next time?
- Resolve any Purchase Order / Reimbursement cases you may have with Student Development.

