

EVENT CHECKLIST

Have an event coming up?

Use this checklist to help you promote the event.

NOTE: The earlier you can develop this information, the more time you have to promote your event.

CREATE EVENT MESSAGING

Name of Event _____

Date/Time _____

Location _____

Describe _____

Contact Person _____

Call to Action (*tickets, register, RSVP, save the date*) _____

DEFINE AUDIENCE (check all that apply)

- Faculty Staff Students
 Alumni Community

MUST DO: Add your event to the University Online Calendar (25Live)

LOW COST/LIMITED COST

- Social Media Flyers/handbills Word of mouth
 Email Digital signage Information table

HAVE BUDGET? Contact your IMC liaison.

For more information, please visit www.wssu.edu/imc

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