

## **EVENT PROMOTION GUIDE**

### A RESOURCE FOR A&S FACULTY AND STAFF

*The following information is designed as a resource guide for faculty and staff when planning promotion of events organized by departments and programs in the College of Arts & Sciences.*

*If you have any questions about this guide – or if you would like to suggest other promotion opportunities for events – please contact Juniette Fiore, Digital Communications Specialist in the A&S Office of Communications, at [j.fiore@miami.edu](mailto:j.fiore@miami.edu).*

## Digital Promotion

### Online Calendar

The online calendar is an important resource for our College community and a great place to promote your event. The calendar can be viewed on our College website, [www.as.miami.edu](http://www.as.miami.edu).

Five upcoming events are displayed on our homepage at any given time. The full calendar can be accessed by clicking on “Calendar” at the top of the event listing, or on “More Events” at the bottom.

To ensure that your event appears in the College Calendar follow the steps below:

- First, ensure you have access to **25Live**,\* the University’s Calendar source (see p. 5, if you need access)
- Go to the 25Live\* website for the University of Miami, <https://25live.collegenet.com/miami>. (Suggested browsers are: Mozilla Firefox, Google Chrome, Safari and Internet Explorer version 8.0 or higher). Sign in with your CaneID at the top of the screen.
- Click on “Create an Event” and follow the prompts to enter the required information for your event.
- The fifth screen, “Resources,” will allow you to select promotional resources for your event. To see a listing of available resources, go to the “Find by...” box and click on “Categories,” then select “Promotional” in the next box. A list of options will appear underneath. **Be sure to select “College Calendar, Arts and Sciences” and “Publish, College of Arts and Sciences” to ensure that your event appears in our online calendar.**
- The seventh screen, “Primary Organization,” allows you to enter your Department or Program as the sponsoring organization. You can type a keyword into the search box to find your organization.
- Make sure that you fill in the event information as completely as possible, including all fields marked with a red asterisk.
- Once you have saved your event listing, you can go to “Edit this Event” to add or change information.

### **A&S eDigest**

Entering your event in 25Live\* (see p. 5 Note to get access) also ensures its inclusion in the weekly A&S eDigest. The eDigest includes all departmental/College events for the upcoming two weeks. This is distributed on Tuesdays via email to all faculty and staff. Please make sure to enter your event information prior to the Tuesday distribution date.

### ***e-Veritas*** (Pre-Event Promotion)

*e-Veritas* is the weekly e-newsletter sent to all UM faculty and staff each Monday by University Communications. If you are requesting pre-event promotion in the “UM Presents” section of *e-Veritas*, it is important to:

1. Note if your event would be considered “CULTURAL or ARTISTIC,” as such events are more likely to be included (though some exemptions have been made, *e-Veritas* does not normally promote lectures).
2. Fill out our online Project Request Form, via [www.as.miami.edu/project-request](http://www.as.miami.edu/project-request), **at least two weeks before your event** (because the deadline for *e-Veritas* is the Wednesday before publication) and we will work with you on publicity, including *e-Veritas*.
3. Attach an attention-grabbing image with your request.

Please note that you **must submit your event in 25Live\* before filling out the project request form.**

### **Other Newsletters**

**For events geared toward alumni**, you can submit your event for inclusion in [Miami](#), which is distributed to all alumni the third Thursday of each month. Please submit your information via email to [miami.editor@miami.edu](mailto:miami.editor@miami.edu).

**Ibis News is a student newsletter publication**, and it's handled through Student Life/Student Affairs. This is not something our office handles.

Ibis News comes out each Wednesday; the deadline for submitting content for the publication is the previous Friday.

Here's a link to the site, where you can find previous issues of Ibis News, and the online form to submit content:

[http://www.miami.edu/sa/index.php/student\\_media\\_and\\_student\\_publications/ibis\\_news/](http://www.miami.edu/sa/index.php/student_media_and_student_publications/ibis_news/)

### **Digital Signage**

Digital signage opportunities are available in the Student Activities Center (SAC). However, please note *that only events taking place in the Student Activities Center are eligible for promotion by the SAC.*

If your event is taking place at the SAC, submit a landscape version and a portrait version of your event flyer to [SCC@miami.edu](mailto:SCC@miami.edu) with the name of your department in the subject line. In the body of the email, include the date of the event, and the requested start and end date for the display of the digital signage.

*Flyer guidelines:* Do not use fonts smaller than 14 point. Do not scan printed flyers; send an original digital copy. Save the flyer as a JPEG, PowerPoint or PDF file. Save the file as follows:

Date of event\_name of event.jpeg (or .ppt or .pdf). Remember that *you* are responsible for securing all rights for images/graphics used in your flyer.

### Social Media

Please fill out the online project request form, and the A&S Office of Communications team will promote your event on the College's social media sites. To request this, please submit an online project request ([www.as.miami.edu/project-request](http://www.as.miami.edu/project-request)). We can also help publish events to the UM-wide social media accounts.

## Print Promotion

### Flyers/Posters

There are several locations throughout campus where you can post flyers/posters for your event:

#### Norman A. Whitten University Center (UC)

You may leave flyers **at the front desk** (Information Desk) of the Whitten University Center, home of the UM bookstore, dry cleaner, University Credit Union, USPS post office, Hurricane Acquatics pool, and several dining establishments.

#### Student Activities Center

The Student Activities Center (SAC) only has digital signage, and only advertises events that will be taking place at the SAC. However, you are welcome to distribute your flyers/posters to the organizations with offices located in the SAC for their distribution. These include the Office of Orientation, the Butler Center for Volunteer Service and Leadership Development, and student organization offices.

#### Departmental/Program Offices

You may feel free to drop off copies of your flyer/poster at any of the relevant College of Arts & Sciences departmental offices. Visit our website for a list of departmental/program offices here: [www.as.miami.edu/academics/departments-and-programs/](http://www.as.miami.edu/academics/departments-and-programs/). You can find most office locations on each department's web page footer.

**A&S Office of Communications**

Residential Colleges

Contact Christopher Hartnett, Director of Residence Life, for information about distributing your flyers/posters in the residential colleges (Hecht, Stanford, Mahoney/Pearson and Eaton) and the University Village housing area. You can reach him at [chartnett@miami.edu](mailto:chartnett@miami.edu).

Office of Multicultural Student Affairs

Contact Jennifer Ruggiero, staff associate, for information about distributing your flyers/posters through the Office of Multicultural Student Affairs. You can reach her at [j.ruggiero@miami.edu](mailto:j.ruggiero@miami.edu).

Greek Councils and Chapters

You can contact the following individuals to request distribution to Greek organizations: Interfraternity Council, Chris Guerrero, [c.guerrero@miami.edu](mailto:c.guerrero@miami.edu); Multiethnic Greek Council, Param Desai, [p.desai7@umiami.edu](mailto:p.desai7@umiami.edu); National Pan-Hellenic Council, Deandre Tate-Drummer, [d.tatedrummer@umiami.edu](mailto:d.tatedrummer@umiami.edu); Panhellenic Association, Miriam Khiari Millan, [m.khiarimillan@umiami.edu](mailto:m.khiarimillan@umiami.edu); Association of Greek Letter Organizations, Nolan Chastain, [n.chastain@umiami.edu](mailto:n.chastain@umiami.edu).

Lowe Art Museum

Contact Susanne Haase, Communications Specialist for the Lowe Art Museum, at [msh119@miami.edu](mailto:msh119@miami.edu) for information about distributing flyers/posters at the museum.

**Table in University Center Breezeway**

Email UC Reservations and Events at [screservations@miami.edu](mailto:screservations@miami.edu) to request a table in the University Center breezeway.

**Signage on the Foote Green**

Email Gloria Cooper at the Whitten University Center, [gcooper@miami.edu](mailto:gcooper@miami.edu), to request signage on the Foot Greene.

**Table Tents in Dining Facilities**

Email Michelle McClendon in Dining Services, [m.mcclendon@miami.edu](mailto:m.mcclendon@miami.edu), to request table tents in the dining facilities.

**Student Media**

Paid advertising opportunities are available in the following student media:

- *The Miami Hurricane*, Chris Dalton, [chris@themiamihurricane.com](mailto:chris@themiamihurricane.com)
- *Distraction Magazine*, Alexandra Hurtado, [a.hurtado3@umiami.edu](mailto:a.hurtado3@umiami.edu)

## External Media Outlets

If your event is **open to the public and has a venue of 100 or more seats**, the A&S Office of Communications can help you promote your event to the local community. Please fill out our online project request form via [www.as.miami.edu/project-request](http://www.as.miami.edu/project-request) **at least two weeks before your event** and we will work with you on external publicity, including the Miami Herald Calendar. Your event must already be entered into the 25Live\* calendar for this request.

Our office works directly with University Communications for external media outreach; *no need to contact them separately.*

**NOTES:**

*\*Most departments/programs have a person authorized to enter departmental/program events into 25Live. If there is no one assigned in your department and you need access, the A&S Office of Communications can help you get set up. Simply submit a request for assistance through our project request form: [www.as.miami.edu/project-request](http://www.as.miami.edu/project-request).*

*\*\*For the latest version of this resource guide, please visit: [www.as.miami.edu/office-of-communications](http://www.as.miami.edu/office-of-communications) and click on the Resources tab.*