

EVENT PUBLICITY PLANNER

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Make Your Plan Consumer-Centric

1. Decide as specifically as possible on the person you want to reach with your publicity
2. Decide which tools you will use from this toolkit (no one uses all of them – be selective)
3. Make sure all of your tools are designed for the person you most want to reach

Make Your Plan Consumer-Centric (cont.)

4. Be consistent – use the same design, font, and style in all posters, advertising, website, etc.
5. Focus on benefits to the consumer – they don't care what you want. Serve their self-interest.

Build A Reverse Timeline

As early as possible before your event, build a calendar timeline of when each step will be completed. List what to do two months before the event, three weeks before, etc.

A good guideline is to reach your audience early enough for them to plan for it, and remind them late enough to remember.

Start with Scheduling

Always start with the scheduling office in the CSU, for venue/room reservation, seating/accommodations, PA and AV needs.

www.mnsu.edu/scheduling or 389-2223

Be sure to read your reservation confirmation carefully.

Your Toolkit

The following is a fairly comprehensive list of publicity tools for University events.

Remember, no group uses all 28 of these tools. Keep it simple - choose a few that will be most effective for reaching your target.

News Release

When appropriate (is there a real story here?), write and distribute a news release. Have a Mass Comm student do it if you don't know how.

Include the 5 Ws, a quote, and a contact.

Send to Media Relations Director Mike Cooper
michael.cooper@mnsu.edu

Further Distribution

Send your release to area weekly newspapers when appropriate. This works!

(Mike typically includes these in his release distribution from Media Relations)

More Good Resources

Home magazine - www.homemagonline.com

www.gretermankatoevents.com/

Follow Up

Follow up on your news release for coverage and radio/TV guest appearances:

- Ask if they received the information
- Ask if they have any questions
- Don't be pushy – if you've given them a story, they will cover it

MSU Reporter

Make sure they have it

KMSU 89.7 FM

Line up a guest spot and/or news story

LIVE BROADCAST in CSU every weekday from
noon to 1

Call 389-5678

CSU Back Page Ad

Full-page, full-color ad in the Reporter every Thursday

Send info and graphics about your event to the CSU communications coordinator well in advance of your event

leonard.koupal@mnsu.edu

Other Reporter Advertising

Display ads – discount for University accounts

Classified ads – cheap, and people read them

Axis Monitors in CSU

PowerPoint slides, now with video capability on large screens

Keep messages very simple, keep text minimal

Use big font sizes – small text will not reproduce well

Avoid lots of red – it's difficult for TVs to process

Send to leonard.koupal@mnsu.edu

Daktronics Marquees

Two large electronic message signs, in front of CSU near the bus stop and on the fountain side of the building

Contact Lenny Koupal in the CSU office

Posters

Bring ~ 70 copies to CSU 220 – six of them will be posted on CSU bulletin boards by staff, with the rest stamped for you to post on other campus bulletin boards (not on any other surfaces).

Table Tents

Table advertising in Gage and Carkoski Dining Halls (no table tents in CSU)

Contact Communications Coordinator Greg Husak at 6987 or gregory.husak@mnsu.edu for guidelines and reservations

These fill up early – do this as early as possible

Posters and Flyers

University Copy Shoppes can quickly print inexpensive full-color posters and flyers.

- 2' x 3' posters - \$10.50
- 3' x 4' posters - \$25.00

Go to www.mnsu.edu/printing/copy for details and online ordering.

A-Frame Signs

Also called sandwich boards

CSU – through Scheduling

Student Activities

Printing Services

Display Cases

Arrange through Student Activities (CSU 173) to reserve a display case you can decorate to promote your event or group.

MSSA

Appear before the Student Senate during the open portion of their meeting to make them aware of your group, what you're doing, and any needs you have. They appreciate the information, and are often able to provide additional help or suggestions.

Tabling in CSU

Don't just sit there – talk with people

Have a small handbill with the basic information

Candy helps!

Again, reserve through Scheduling

DVD/Video Cart

Video pertaining to your event can be played in lobby spaces on portable TV carts.

Remember to photograph and shoot some video of your event for future use!

If you don't have any video, you can create a preview testimonial video with students or others looking forward to the event.

Lobby Teasers

Short performances will create buzz and increase interest

Walking billboards or costumed actors, like Constitution Day

Arrange with CSU in advance – don't just show up and do them without asking

PA Announcements

Done in CSU Office (220)

Can be done by staff or by you

Time them for maximum effectiveness – think about class schedules, eating times, etc.

Websites

If you have a website, make sure information about your event is accurate and current.

Be sure the website includes contact info for someone who is prepared to answer questions!

Include your web address on all materials.

ACC Widgets

On 1200 computers in 45 locations. This is for non-profit student organizations. Provide a 2" x 3" or smaller JPG & URL link to a site with more information, with start & end date, no more than 2 weeks. Send to Wayne Sharp at least 2 weeks before the desired start date.
wayne.sharp@mnsu.edu 507-389-1167

Facebook Page

Create a Facebook group page, and get everyone in the group to invite all their FB friends. Update it regularly with new information and photos.

Don't forget Twitter and other social networking tools.

E-Mail

Departmentally or through Administration, e-mail can be sent to groups of students, faculty, and/or staff.

Keep messages brief and focus on benefits to the recipient rather than what you want.

Include a Web link and/or contact information.

Text Messaging

Through personal phones

Groups

myDtext (Dining Services), etc.

At The Movies

For Student Activities groups, an advertising slide or video can be shown before movies

Make announcements before other campus events

Faculty/Class Involvement

Send written notices to faculty if the program has a relationship to an academic area (this should be handled carefully). Attendance could mean extra credit for students or could potentially happen during class.

Contact area schools and organizations if appropriate.

Contact student organizations that may have an interest.

Sponsorships

When appropriate, bring in outside sponsors that can cover expenses and expand the audience base.

Contact University Advancement before proceeding with these.

Questions?

I'm happy to help!

Contact me at

gregory.husak@mnsu.edu

or

507-389-6987