

The Offices of University Communications and Creative Services provide resources to help you publicize and promote a successful event. The amount of lead time it takes to produce professional marketing materials often makes the difference in a successful event and one that misses its mark.

When you schedule a meeting with University Communications and/or Creative Services, print this form and bring it with you.

Publicity

Contact the Office of University Communications x 8964

The main goal is to promote your event. However there are other things to think about when deciding what promotional materials to produce.

Things to think about before you call us:

Who is your audience?

This will help us focus on reaching the highest number of your prospective attendees.

Your answer may include all or some of these groups:
(Check all that apply)

Internal audiences:

- Faculty
- Staff
- Students
- Alumni

External audiences:

- Professional groups
- Civic groups
- Peers at other universities/schools
- Non-profit organizations
- Local business community
- The general public

What is the goal of your event?

Does your event intend to:

- Educate?
- Inform?
- Entertain?
- Increase awareness?
- Build community support?

You should also identify a spokesperson for your group or event. This person must be willing to express the event's purpose in radio and newspaper interviews.

Contact the Office of University Communications (UCOM) as soon as the date and location are determined.

After discussing audience and goals with UCOM, you will be provided with one or more of the following:

- News Release (UCOM handles all major media outlets; we will distribute to professional groups, civic groups, etc. that you name as key audiences.)
- Listing in Campus Observer events column
- Home Page announcement (if applicable)
- WFIT radio coverage (PSA, Inside Florida Tech, etc.)
- Recommended photographer(s) if necessary

Printed and Display Materials

Contact the Office of Creative Services x8963

You should meet with the Creative Services team to determine the best ways to reach your desired audience.

Here are some items you might use to promote awareness of your event:

- Postcards ("save the date" or announcement)
- Invitations

(Note: both these items will require you to have a mailing list of names. You will be responsible for addressing envelopes, or should be prepared to pay an outside mailing house to do so. Postage costs also need to be figured into your budget.)

- Posters
- Fliers (optional .PDF version of flier for e-mailing)
- T-shirts (fairly expensive option)
- Paid advertising (Florida Today, BBN, etc.) This is an expensive option for those events with a large budget.

Here are some functional items you might need for your event:

- Tickets (Do they need to be numbered for control?)
- Forms (pdf or printed for registration, auction items, etc.)
- Banners
- Program booklet and/or schedule of events
- Signs (parking, sponsor names, schedule)
- Maps and parking instructions
- Certificates of attendance/completion
- Plaques
- Letterhead/envelopes
- Thank you cards
- Name tags and seating charts (your office should be prepared to complete these tasks)

(Note: Creative Services prepares artwork for the above items. Printing is handled by the Copy Center or an external printing vendor. Creative Services will coordinate estimate requests for your printing through the Office of Purchasing with approved university vendors. We do not provide mailing lists, address envelopes or perform other distribution functions.)

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Timeline for Production

Please remember that Creative Services should review all materials intended for mass distribution to an off-campus audience.

You should plan sufficient time for designing, editing, proofing, printing and distributing your materials. The timeline below should serve as a guideline:

- **6–8 weeks** (minimum) before your event date for small events
Note: Large events could be 4 – 6 months in the planning stage
 - Initial meeting to gather information and plan strategy.
- **7–10 days for design**
 - Proofs will need to be approved by you or your committee. A delay at the proofing stage will cause delays in receiving your final product.
- **5–14 days for printing**
 - Depending on the complexity of your materials and the time of year of your event, this time can vary significantly.
- **5–7 days for mailing**
 - More time may be necessary if materials are being sent out of the local area, or postage other than first class is used. (eg., bulk mail)
- **Paid Advertising**
 - Newspapers require the camera ready artwork from 5 to 10 days before the run date in the publication (not the event date!)

Costs to you:

There is no charge for graphic design and writing or editing functions from Creative Services.

However, you are responsible for the cost of printing the materials, either from the campus Copy Center or a university-approved outside vendor.

UPUBs will get quotes from vendors, coordinated through Florida Tech's Office of Purchasing. In accordance with university policy, the vendor MUST have your ProcCard number or an approved Purchase Order before UPUBs can release the artwork to them.

The vendors will pick up the artwork from UPUBs and deliver the finished product to you.

Other promotional opportunities are available through the Office of Campus Services :

Florida Tech "Calendar of Events" Web site <http://events.fit.edu/>

This site lists university events taking place both on and off campus. Send your event information to conference@fit.edu or call x8125.

TV98: Campus Events and Information station (Closed-loop cable TV)

Any campus room with a cable drop can be tuned to channel 98, which lists the events taking place today and runs slides similar to Powerpoint. To list your event and/or run a FREE advertisement, contact conference@fit.edu or call x8125.

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