Step One: Audience and goals

Before you can determine the best ways to get the word out about your event, ask yourself the following:

Who am I targeting for this event? Is it students, faculty, staff, the community, media or a combination? Is it a campus, public or media event?

Be sure to think about who would be interested in the subject matter and whether the appeal is broad enough for media and the general public.

What is my goal for this event? Do I want to raise awareness about a project or topic, encourage attendance, get people to take action (such as applying or raising funds) or garner media coverage?

Step Two: Reaching your audience

What are the best ways to reach my audience?

- **Internal communications** include: @UofSC Today, the faculty/staff daily e-news; USC Times print publication; student media (The Daily Gamecock, WUSC, Garnet & Black, Carolina Reporter (print), Carolina News (TV), SGTV (student gamecock TV) and Stay Informed, a blog about events and offerings for students; digital display boards in academic and high-traffic buildings; Gamecock Cablevision; flyers/posters; listservs; cross-promotion at other events and social media.

- **External communications** include: the @UofSC web calendar (events open to the public); flyers/posters, direct mail, listservs, church bulletins, organization or association newsletters, paid advertising, social media and earned media (Daybook for SC media, news releases, advisories via Public Relations).

What do I need? Your needs may vary depending on the event, but generally you should think about photos, bios of speakers, descriptions of the event or content, key facts, titles of lectures, location information, cost and contact information.

Who should I contact for help? There are a variety of staff members on campus to provide guidance and/or help with your event. They include: 1) Your department, college or unit’s marketing or communications coordinator. 2) Your representative in Public Relations if external media is in your plan. 3) University Strategic Marketing and Creative Services with questions about the university’s marketing Toolbox, which has an array of templates and resources, and whether you want to photograph or videotape your event. 4) The University’s Internal Writers Group with questions about the @UofSC web calendar, @UofSC Today daily e-news and USC Times, a monthly print publication.

Step Three: Timeline and checklist

What is my timeline for this event? Consider working backward from the event date to establish a timeline for completing tasks, keeping in mind that both internal communications and external media and printing, if applicable, have deadlines and turnaround times that may be further out than anticipated. If your audience includes the general public and would be appropriate for media calendars and news briefs, be sure to contact Public Relations at least one month prior. If a goal is to garner media coverage for an event, keep in mind that print and broadcast media do not cover events after the fact and require advance notice of roughly a week for coverage planning purposes.

What do I need to do next? Below is a checklist for you to adapt for your planning needs.
Checklists

If this is a campus event, have I...
- Gathered any photos, speaker bios, event descriptions, lecture or talk titles, key fact information, location information, etc.?
- Created and posted flyers using templates in the university marketing toolbox?
- Contacted student media?
- Contacted managers of digital boards for my college and other units?
- Sent a notice to listservs?
- Promoted it on my college/unit’s social media channels?
- Submitted a form to have it considered for @UofSC social media channels?
- Submitted a form to have the president speak at the event, if appropriate?
- Contacted University Housing, if appropriate?
- Contacted @UofSC Today daily faculty/staff e-news staff?
- Contacted @UofSC weekly student e-news staff?

If this is a public event, have I ...
- Gathered any photos, speaker bios, event descriptions, speech titles, key fact information, location information, etc.?
- Created and posted flyers using templates in the university marketing toolbox?
- Contacted student media?
- Promoted it on my college/unit’s social media channels?
- Submitted a form to have the president speak at the event, if appropriate?
- Submitted it to the @UofSC web calendar?

If I want my event photographed or videotaped, have I ...
- Contacted the Strategic Marketing and Creative Services? Be prepared with budget information so that staff can help you find a photographer or production company on the university vendor list and advise you on editing needs based on your plans for your video (ie. YouTube, create a DVD or archive for future use).

If I want to explore media publicity or coverage of the event, have I...
- Gathered any photos, speaker bios, event descriptions, talk/lecture titles, key fact information, location information, etc.?
- Contacted my representative with Public Relations?

Resources

Marketing Toolbox for AP style, official colors, logos and fonts, university stock images, templates for creating a variety of printed materials and PowerPoint slides.
@UofSC web calendar for events that are open to the public.
@UofSC Today and @UofSC (student e-news) to submit stories, faculty and staff notes and announcements.
Student Run Media including the Daily Gamecock, WUSC, Garnet & Black, SGTv; and the School of Journalism’s Carolina Reporter (print) and Carolina News (TV).
Digital Boards that are displayed in various buildings on campus. Email creative@sc.edu for a list of digital board managers.
Gamecock cable runs announcements that appear in televisions in residence hall rooms.
Public Relations for assistance with external media.
Your college or unit’s public relations or communications coordinator to assist with social media, listservs, departmental/college/unit website, newsletters and identifying opportunities for cross promotion with other events.
Event and conference-planning services are available through Continuing Education and Conferences.
Printing Services can help you with all your printing needs.
Paid advertising can be cost prohibitive for events without an admission charge. Marketing and Creative Services can advise you on paid advertising rates and placement.
@UofSC social media content idea submission form.
Presidential communications form for requesting the president to speak.
While the Office of Special Events plans and executes events sponsored by the Office of the President, the staff also can provide guidance for planning successful events.
Key Contacts

College communicators:

College of Arts and Sciences: Contact Ann Cameron, 803-777-9201, accamer@mailbox.sc.edu

Darla Moore School of Business: Contact Robert Appel, 803-777-4306, robert.appel@moore.sc.edu

Arnold School of Public Health: Contact Karen Petit, 803-777-5037, kpetit@mailbox.sc.edu

College of Nursing: Contact Jan Johnson, 803-777-1842, jnjohnso@mailbox.sc.edu

School of Music: Ellen Woodoff, 803-777-1983, woodoff@mailbox.sc.edu

College of Mass Communication and Information Studies: Contact Annie Lambert, 803-777-6791, lamberae@mailbox.sc.edu

School of Law: Contact Rob Schaller, 803-777-5611, rschaller@sc.edu

College of Education: Contact Nicole Carrico, 803-777-8842, carrico@mailbox.sc.edu

College of Engineering and Computing: Contact Kathryn McPhail, 803-777-2576, mcphailk@mailbox.sc.edu

College of Hospitality, Retail and Sport Management: Contact Ben Waring, 803-777-6491, bwaring@hrsm.sc.edu

School of Medicine: Contact Matt Splett, 803-216-3302, mattsplett@uscmed.sc.edu

South Carolina College of Pharmacy: Contact Roby Hill, 803-777-4151, 843-792-1100, (843-330-6241) roby@sccp.sc.edu

South Carolina Honors College: Contact Aida Rogers, 803-777-9044, aidar@mailbox.sc.edu

Division of Student Affairs and Academic Support: Maegan Gudridge, 803-777-4172, gudridge@mailbox.sc.edu

Office of Communications and Marketing:

Public Relations: For your representative, contact Jeff Stensland, 803-777-3686, stenslan@mailbox.sc.edu or Peggy Binette, 803-777-7704, peggy@mailbox.sc.edu

Creative Services: Contact Bob Wertz, 803-777-2946, wertzr@mailbox.sc.edu

Marketing: Contact John Valentine, 803-777-5039, johnv@mailbox.sc.edu

Internal Writers Group: Contact Liz McCarthy, 803-777-2848 or lwhite@mailbox.sc.edu for @UofSC Today and @UofSC webpage; Chris Horn, 803-777-3687 or chorn@mailbox.sc.edu for Carolinian; and Craig Brandhorst at 777-3681 and craigb1@mailbox.sc.edu for USC Times.

University (@UofSC) social media: Contact Will McCain, 803-777-4511, mccainws@mailbox.sc.edu or Amy Grace Wells, 803-777-9757, AGWELLS@mailbox.sc.edu

Printing: Contact Bill Meares, 803-777-5146, bill@printing.sc.edu

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