



Event Promotion Worksheet

You've decided to host an event at Trinity. Great! This worksheet is designed to help you organize your promotional materials to ensure a highly attended, high-quality event. Keep a copy of this sheet with you as you plan and execute the event.

- Step 1:** Decide the date, time, and location of your event.

Date: (DD/MM/YYYY): _____

Time: ____:____ a.m. or p.m. (Circle one)

Location: _____

- Step 2:** Register your event through T-Space at tspace.trinity.edu.

Keep track of your T-Space confirmation number here: _____

- Do NOT move on to Step 3 without completing Step 2.

- Step 3:** Supplementary materials are necessary to give your audience more details about your event and include speaker photos, biographies, and event descriptions. *If you're collaborating with UM&C on promotion, all supplementary materials are due six weeks before your event.*

Example: Proposed event date is November 1, 2017.

Upload all materials by September 20, 2017.

Subtract six weeks from your event. Write your event supplementary materials due date here:

Upload all necessary supplementary materials to T-Space, including photo(s), event description, and speaker biographies (see screenshot below from a T-Space event creation form). You can upload materials while creating the event, or you can go back into your event request and

upload materials if the event has not been confirmed yet. If your event has been confirmed, contact your scheduler, and they can upload files to your event.



Add or remove ATTACHED FILES.

Attached Files

You can attach up to 5 files to this event. The maximum size for a file is 25MB. File types accepted:

- PDF, TXT, RTF
- JPG, JPEG, PNG, GIF
- DOC, DOCX, CSV
- XSL, XSLX

Attached Files

Select File

- Step 4:** Decide if you are publicizing this event off campus. Y/N _____
(An example of off-campus publicity includes advertising with the *San Antonio Express-News*)
If you are not publicizing your event off-campus, continue to Step 5.

Where are you publicizing your event? _____

In which publication(s) will you be advertising? _____

What is the deadline to reserve advertising space in that publication? _____
(Examples may include four weeks prior to event, etc.)

From your event, subtract the number of weeks to find your personal due date to reserve advertising space.

Example: If you must reserve advertising space four weeks prior to your event, then...

Proposed event date is November 1, 2017.

Upload all materials by October 4, 2017.

Write reservation deadline here: _____

Determine what size your advertisement will be: _____

Will your advertisement be full color or black and white? _____

Is there a deadline to send photo, text, and/or graphics to the publication? Y/N _____

Step 5: If you are promoting your event in on-campus Trinity publications, consider various options, including:

- LeeRoy (daily newsletter distributed by University Marketing & Communications)
- *Trinitonian* (student-run campus newspaper, print and digital ad options)

Take note of deadlines for each publication.

- For LeeRoy, submissions are due at least 10 business days prior to the start of the event.
 - Example: Proposed event date is November 1, 2017. LeeRoy submission is due by October 18, 2017.

Am I submitting my event to LeeRoy? Y/N _____

If yes, my deadline to submit my event to LeeRoy: _____

- For the *Trinitonian*, advertising reservations are due the Tuesday before the edition in which the ad is running.

Am I reserving advertising space in the *Trinitonian*? Y/N _____

If yes, my deadline to reserve *Trinitonian* advertising space: _____

Step 6: Visit gotu.us/eventpromotion to see other tips for promoting your Trinity event.