

Marketing Checklist

DSAES MarCom Group

UNIVERSITY of HOUSTON
STUDENT AFFAIRS & ENROLLMENT SERVICES

Event Title _____

Date _____ **Time** _____ **Location** _____

6-8 weeks before the event

- Set goals and develop learning outcomes for the event
- Define the target audience for the event
- Check the DSAES MarCom and UH calendar for conflicting events
- Confirm reservation information
- Add event details to department website
- Add event to UH Main Calendar
- Add event to DSAES Marcom Group Outlook calendar
- Add event to Get Involved
- Create graphic design plan (in-house or with CreationStation, Printing and Postal, Fast Signs, etc)
- Develop an asset list of items you will need to order or create (promo items, shirts, etc)
- Schedule advertisements with the Center for Student Media
- Schedule banner space availability with Conference and Reservations Services (CARS)
- Contact and invite special guests (ex. President Khator, Dr. Walker, etc.)
- Schedule visits to other departments to share event details

4 weeks before the event

- Receive marketing materials from designer (print + digital)
- Schedule media services (photo, video) with the Center for Student Media
- Invite targeted audiences or related organizations and departments
- Send digital screen artwork to departments (see full list of screens and sizes [here](#))
- Create Facebook event
- Include the event in department and college newsletters
- Start promoting in Coognews (include event in What's New section)
- Receive Dean of Students approval for yard signs to give to Conference and Reservations Services (CARS)

2 weeks before the event

- Confirm presenters/volunteers and provide them with resources to share the event on social media or via email
- Schedule social media posts and ask for retweets and reposts from other departments
- Participate in tabling to create awareness
- Distribute printed marketing materials (fliers, posters, yard signs, A-frames)
- Submit news releases to UH Media Relations (if off-campus media coverage is permitted)
- Submit news release to DSAES Communications Manager
- Reserve AccessUH Banner
- Schedule presentations to classes or during Registered Student Organization meetings
- Continue promotion in Coognews (include event in the upcoming events section)
- Give reminders during staff meetings, director meetings, etc.

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1-3 days before the event

- Ask for reposts and shares on social media
- Send confirmation/reminder emails to registered participants
- Place yard signs around campus
- Participate in tabling in high traffic areas
- Encourage registration (if still open)
- Print our photo release forms (if applicable)

Day of the event

- Post a final reminder on social media
- Send an email to attendees address weather or unforeseen changes
- Participate in tabling (if applicable)
- Build excitement before and during the event through live tweets on Twitter, stories on Facebook or Instagram, and posts on SnapChat
- Track attendance through Get Involved
- Bring photo release forms and registration lists (if applicable)

After the event

- Write and distribute an event recap
- Send “Thank you” emails attendees or special guests
- Send a post-event assessment to those who registered
- If attendees registered for the event and did not attend, send an email about upcoming programs/events
- Take down print and digital marketing (48 hours after your event)
- Post pictures from the event on social media, in newsletters, and on department websites
- Archive photos/videos/emails
- Review goals and learning outcomes for the event
- Host a debrief meeting with stakeholders
- Complete reflection or summary report for your department/committee
