

IMC WORKSHOP SERIES PRESENTS

# Promoting Your Event



**WINSTON-SALEM** STATE UNIVERSITY

# WSSU

# What is an event?



**WINSTON-SALEM** STATE UNIVERSITY

# What is an event?



twitter   
CHAT

**FALL**  
**REGISTRATION**

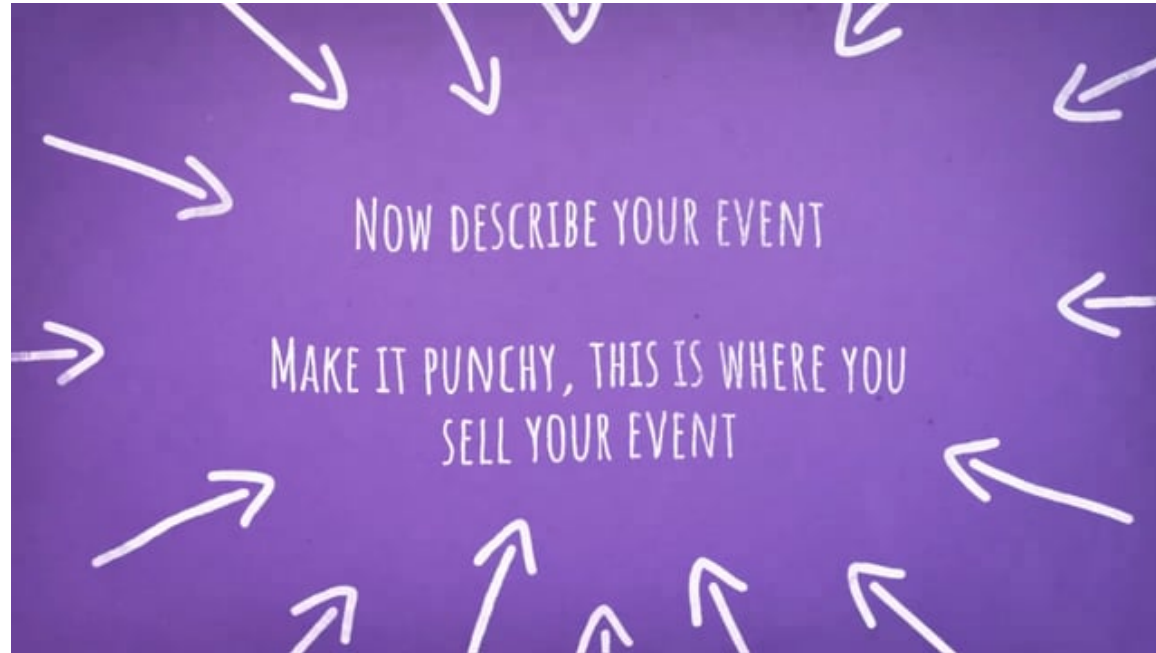




# What are your goals?



# How would you describe your event?



# Who is your audience?

- Students
- Faculty
- Staff
- Department
- Alumni
- Parents
- Community partners
- High school students
- Donors
- Friends
- The World

# Why would people come?



# How do you reach the audience?





# What resources do you have?



# IMC as a resource partner

- Integrated Marketing Communications helps with high-level recruiting, fundraising and branding
- For others we can offer handy self-service tools.

<https://www.wssu.edu/imc>

# 5 Things You Can Do



# 5 Things You Can Do

1. Develop messaging for event (including a call to action)
2. Make sure your event is on the university online calendar.
3. Identify your social media networks.
4. Use our handy event checklist.
5. Attend IMC's other workshops



# Questions?

**Visit Us:**

**<https://www.wssu.edu/imc>**

**WINSTON-SALEM** STATE UNIVERSITY