

PROMOTING YOUR EVENT CHECKLIST

(once you have filled out the event notification form, secured a space, and date for your event)

What's Next?

What WE will work on.. ~1 month prior

- Your event space and details provided will be booked in our internal booking system.
- Your event will be added to the internal calendar to help with avoiding scheduling conflicts
- Event details and promotional materials will be posted to SIP & The Docket
- We can meet to discuss your promotional materials and support you in planning your event
- We can post on your behalf to Facebook & monitors
- If you would not like your event publicly advertised, please include a note.

Marketing & Tabling ~2 weeks prior

- Consider tabling in the lobby to promote your event. A separate Event Registration Form is required to reserve tabling space.
- Hang flyers, if you haven't already
Consider creating a foam-board poster on an easel for additional advertising. OSA permission is required to display in lobby.
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What YOU will work on... ~1 month prior

- Need help with creating promotional materials? Set up an appointment with OSA at law-studentlife@buffalo.edu
- Create promotional materials in Canva (Include Title, Date, Time, Location, Speaker Information, and Contact Details)
- Share Canva flyer by selecting "Collaboration Link - Anyone with the Link" to law-studentlife@buffalo.edu
- To post to Facebook pages, please reach out to law-studentlife@buffalo.edu
- To post to monitors, please reach out to law-studentlife@buffalo.edu and share Canva flyer
- Hang your flyers throughout O'Brian in appropriate posting locations

Reminders ~1-2 weeks prior

- Send out email reminder, if applicable
- Reach out to law-studentlife@buffalo.edu to repost to SIP or Facebook
- Remind your classmates in person or through a group chat