

How to Promote COEH Multi-Campus Events

1. Identify the target audience. Is it internal to COEH only (like the Get-Together), all UC students, faculty, alumni, government agency representatives (Symposium), or the public?
2. Identify key attendees (usually the COEH Program Directors) and select a date based on their availability. As soon as the date has been selected, send a confirmation e-mail to them, asking them to mark their calendars.
3. Send a "**Mark Your Calendars Email**" to ALL COEH members invited. For the Get-together, that would be: COEH Faculty and COEH Administrators. Ask the administrators to forward the email to their students, staff, postdocs, and other academic personnel who should be invited.
4. Find out who is responsible for planning the event's program (usually your program director)
5. Create a flyer or brochure announcing the event. Identify:
Event hosts (COEH and your program/department)
Speakers
When and Where (with map and directions)
ALWAYS mention good food will be provided
How to RSVP
6. Decide how to advertise based on who you think can best promote the event to the target audience. It is usually best if you ask the COEH administrator for each COEH program to promote the event to their students and faculty because they know how best to reach them. The COEH administrators are listed on the COEH Directory.
7. Send hard copies and electronic copies of the flyer or brochure to each COEH administrator and ask them to post, distribute, and collect RSVPS from their students and faculty.
8. Send periodic e-mail reminders to the contacts asking what their headcount is.
9. Strategies for the COEH Administrators to reach their students and faculty: Repetition and monitoring the sign-up list is the name of the game. Depending upon how much lead time you have, try the following:
 - **5 Weeks Away:** E-mail or place flyers in faculty and student mailboxes.
Post **COLOR** flyers in prominent places (by elevators is usually good)
Post an RSVP Sign-up list in a prominent place; sign up first and ask your faculty to sign up, too, so others can see who's coming
(Chances are you will get only a few sign-ups from these initial efforts)
 - **3 Weeks Away:** Send an email to students and faculty reminding them to sign up. Tell them you need a head-count in order to know how much food to order. Stress the food.

- **2 Weeks Away:** Ask several faculty members to promote the event in one of their classes
 - **1 Week Away:** Check the sign-up list and confer with your program director to see if this is a satisfactory response. If it isn't, ask your program director to contact fellow faculty and urge them to encourage their students to come; talk with a few key students and find out what they think would entice their fellow students to come (car pooling? What else?)
10. Don't get discouraged or give up strategizing with your program director on how to get good attendance. Remember, most people don't like to commit themselves to an event until the last possible minute, so the numbers will probably go up at the end!!