



VCU C. Kenneth and Dianne Wright Center for Clinical and Translational Research

How to Promote Your Event

This is a guide to outline the steps to take during the planning and finalization of your event.

Note: Please allow enough time during your planning phase and before the event takes place. Different platforms have deadlines to submit your event information and we want to ensure that we have time to properly advertise your event and adhere to all deadlines for submission. Thank you!

Webpage Carousel

Due to recent changes in the VCU web application, the webpage carousel is no longer available. Instead, we plan to use the Center's blog feature, current news and calendar features and social media for special events, activities and initiatives.

Wright Regional Newsletter

When you have an event that needs to be promoted in the bi-weekly Wright Center newsletter, please note the time of newsletter distribution in the [Wright Center Newsletter Schedule](#). This schedule has also been posted in the [TOG Slack channel](#). *This schedule is updated as needed.*

1. Please make your request at least one week in advance so that the person in charge of creating the newsletter can have your event on their docket.
2. When submitting your request, please include the event title, time, location, speaker (with credentials) and a short description of the event. Limit to 95 words, 700 characters, if possible. If the submission is significantly long, it will be edited. If you need a graphic for this event, please notify Lillie Lattimore (llattimore@vcu.edu).
3. If you need to make changes to your event, please contact Lillie as soon as possible with the updated information.

VCU Telegram

At this time, individual modules are responsible for submitting their own events to the VCU TelegRAM.

When submitting your event to TelegRAM, please note that the submission deadline is **9 a.m. two business days before publication**.

1. Go to telegram.vcu.edu and click "Submit a message."
2. Select the Event tab and enter all needed information to publicize your event. A vcu.edu email, phone number or website for readers seeking information should be included in the description.
 - a. The suggested format is: **Name of VCU organization** sponsors/holds/presents a **name of event** at **location**. [Brief description or additional information can go here if you wish.]
 - b. Please also note that there is a word/character limit for the description, but it isn't specified on the website. The limit is around 94 words, 407 characters (no spaces) or 500 characters (with spaces).
3. You can choose up to two publish dates for when you would like your event to run. It is published at the discretion of University Public Affairs.



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VCU Events Calendar

At this time, individual modules are responsible for submitting their own events to the VCU Events Calendar.

Submitting your event to the VCU Events Calendar is easy and it posts on the website fairly quickly.

1. Go to events.vcu.edu and click “Submit an event” at the top right of the screen. You will be directed to the VCU Calendar Management dashboard. Click the “Create a New Event” button to submit your event.
2. Once on the VCU Calendar Edit / Update screen, check the box next to Advanced Edit.
3. Enter all information for the event in the given fields. If you have an image, upload and then enter the alternate text (text describing the image).
4. Under the “Sponsor” section, select the Office of Research for School/Unit and Wright Center for Dept.
5. Under the “Related Information” section, in the Primary Category, click the box and a second dialog box will appear. Please select “Research” for the primary category. *This enables the Wright Center website to pull from the VCU calendar and showcase your event on our website’s calendar.*
6. In the Secondary Category, click the box and a second dialog box will appear. Please select up to three subcategories that relate to your event.
7. Under the “Related Links” section, enter the text “Register” under Link/Text Title and the registration link under URL.

VCU Health Intranet

For VCU Health Intranet, please note that events must be VCU Health related and should only be submitted once at a **minimum of two weeks prior** to the event.

If you have a vcuhealth.org email address, you should be able to access the VCU Health Intranet and post events and news. The specific instructions for sharing news and events on the intranet can be found here: [Share Your News and Events](#). If you don’t have a vcuhealth.org account, please submit the content you want featured to Lillie Lattimore (lllattimore@vcu.edu) at least **three weeks prior to the event** to allow enough time for submission.

Submissions must include:

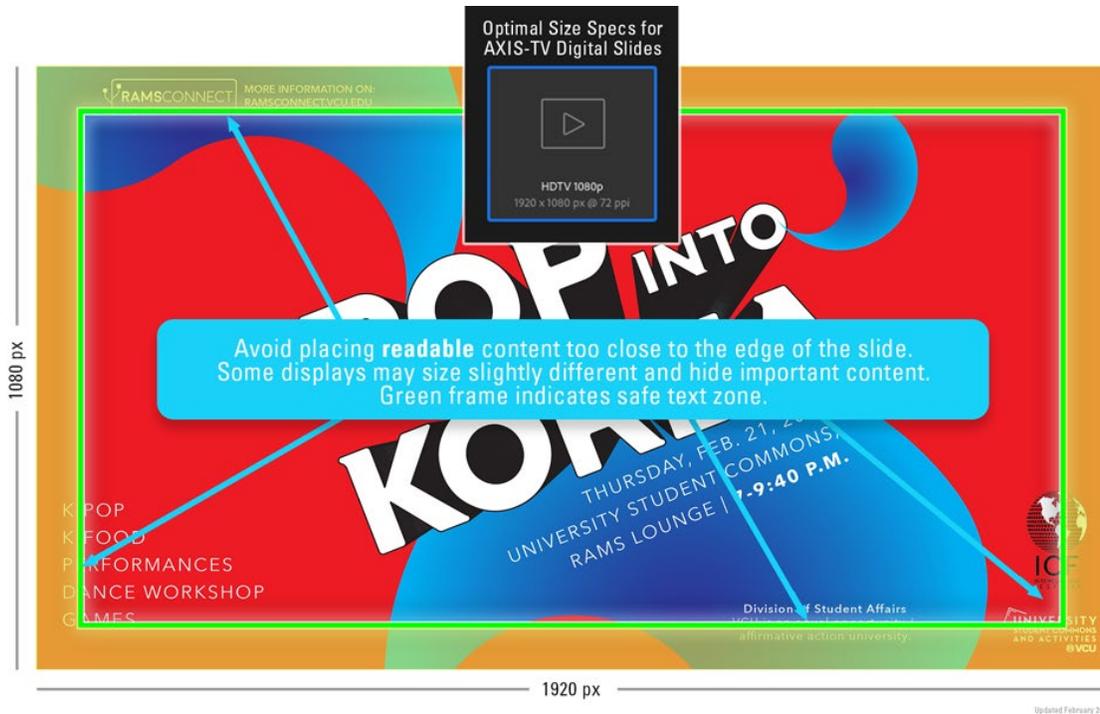
- A title or headline
- Content that shares
 - Useful information you want others to know about
 - Relevant links to more information and registration
 - Contact information (name, phone number and email address)
 - A one sentence description summarizing what a team member should do with the information provided in the submission. **Example:** Join us for a one-hour course on managing a multidisciplinary research team.
 - Date, time and location of the event
 - If you submit a photo, it should be no larger than 2-3 MB. Photos of people require a signed consent form to be on file. If you need a stock photo or Canva design, please inform Lillie Lattimore of this when you submit your event for posting.



School of Medicine and Monroe Park Campus Axis TVs (Digital Signage)

At this time, individual modules are responsible for submitting their own events for VCU digital signage displays.

In order to advertise your event on the TVs around campus, you will need to submit a request to VCU IT. You will need to **submit your request 10 - 14 days in advance**. The digital signage slides are formatted in 16:9 ratio (see image below for example). Please note that the slide is displayed for approximately 9 seconds, so please include the details: what, when, where, and a web address for additional info.



To request digital signage, please follow these steps:

1. Log into the [online support ticket system](#).
2. Select New IT Support ticket
3. Select Communication & Collaboration
4. Select Marketing, and then Digital Signage.
5. Select "Request Digital Signage." It will pull up the request screen. Enter your request for digital signage and include the calendar duration for each slide. Please list where you would like your slides to be featured. **See example of a request below:**

I would like to request digital signage to advertise the Wright Center's 3rd Annual Research Symposium on May 4, 10 AM- 4 PM.

Could I have the dates of circulation go from March 17 to May 1, 2023. Could I request that the axis tvs in Kontos Medical Sciences Building, Sanger Hall, Molecular Medicine Research Building, College of Health Professions Building, and Egyptian Building show the attached signage?

Contact email: llattimore@vcu.edu

Contact number: 804-628-5414



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6. Attach the slide in jpeg format. Save request and submit.

CTSA Coordinating Center (CCOS)

The CCOS website is still a work in progress. As of right now, we are **not** able to submit news and events for publication on the site via a form. In the interim, we will need to submit any content we want featured to communications@ccos.ctsa.io. CCOS will only receive/accept email from a pre-selected list of “communicators”. Please follow the directions for submission below:

1. As soon as your event has been approved, scheduled, and has a registration link, please submit information you would like advertised to Lillie Lattimore (llattimore@vcu.edu).
2. The following items are needed to submit to CCOS:
 - a. Event title
 - b. Description
 - c. Time
 - d. Presenter/Speaker and their credentials
 - e. Point of contact for questions and more information
 - f. Image, if needed. **Note:** Please consult with us (Lillie or Liz) if you need assistance with creating/designing a graphic for your event.

EVMS Website/Listserv

TBD

ODU Website/Listserv

TBD

VSU Website/Listserv

Please send your event that you want advertised to VSU students, faculty and staff to Lillie Lattimore (llattimore@vcu.edu) at least **two weeks prior to the event**.

Primary Contact: Lillie Lattimore
llattimore@vcu.edu
804.628.5414