Events Promotion Guide

Use this guide after your Wright Center event has been approved and scheduled. (Fill out the **Event Planning Form** for approval and funding, if applicable. Usually that means if there’s food, room reservations or other logistics involved.)

**Step 1:** Set up your events management system (i.e., how you’ll manage registration) and make registration live. Some options include: RedCap, training.vcu.edu, Google Forms, Zoom registration.

- Use the correct Wright Center logo at the top, if possible. A photo of your speaker is great, too, if possible.
- Send any language to your communications person if you want it reviewed before you post.
- Everything someone needs to know about your event should be on the registration page.

(An exception to this would be a ‘save the date’-type promotion, before registration is live, for a Wright-run conference. Talk to your communications person about that, if applicable.)

**Step 2:** **Send the URL of the live registration page to your communications person.** Plus: a photo of the speaker, if applicable. Let your communications person know **who the audience is**. Then answer any questions he or she has about the event in a timely manner.

An event with no registration required is not recommended, as it’s important to collect statistics for grant reporting purposes and email addresses for communications purposes. But in the rare case where it’s necessary, send the important information about the event (when, where, who, what, audience) to your communications person, and state that no registration is required, as we will want to incorporate that into the promotion.

**Your communications person will make sure the event gets on:** VCU Events, TelegRam, newsletter(s) and social media.

Other ways your communications person can help:

- **getting the event to non-Wright newsletters and social media channels (like VCU Health’s massmail, OVPRI newsletters, VCU main social accounts)**
- the creation of a graphic or image for the event, especially if it’s a series
- help finding the right Wright Center or other VCU logo
● the creation of a slide for digital signage around campus
● the creation of a physical flyer for hanging around campus
● external-to-VCU marketing ideas
● potentially attending the event to write about it and/or take photos

Tips:

● If possible, avoid having an event where someone needs to email someone to register.
● Per VCU policy, don’t post video links (Zoom, etc.) publicly online. Use a registration mechanism to email attendees the link.
● Don’t create a document about the event for online posting. The event’s “home base” should be a website itself, rather than a pdf, Word doc, slide, or Google doc linked on a website.
● Please don’t use any VCU logos in an unauthorized way.

After the event: Send the email addresses of those who signed up to your communications person.

They will be added to the Wright Center newsletter. (There’s automatic de-duping, so no one should get the emails twice. And they can easily unsubscribe if it’s not for them.) This is how we grow our reach, impact and brand as a CTSA hub at VCU and beyond.