

## University Libraries Event Promotion Timeline

Pre-Event	Person Responsible
<input type="checkbox"/> Request received via <a href="#">University Libraries Marketing Campaign Request Form</a> and forwarded to Marketing Committee for idea generation	<input type="checkbox"/> Marketing Chair
6 Weeks Before	Person Responsible
<input type="checkbox"/> Design requests sent to Visual Environment Specialist	<input type="checkbox"/> Marketing Chair
<input type="checkbox"/> Press release written	<input type="checkbox"/> Event Coordinator
<input type="checkbox"/> Social media posts scheduled	<input type="checkbox"/> Event Coordinator
<input type="checkbox"/> Library event and campus calendar information submitted	<input type="checkbox"/> Event Coordinator
<input type="checkbox"/> Photography/videography services arranged	<input type="checkbox"/> Event Coordinator
3-5 Weeks Before	Person Responsible
<input type="checkbox"/> Design proofs received and forwarded to Marketing Committee for edits	<input type="checkbox"/> Marketing Chair
<input type="checkbox"/> Final approval of proofs obtained from event requestor	<input type="checkbox"/> Marketing Chair
<input type="checkbox"/> Printing requests submitted to Visual Environment Specialist	<input type="checkbox"/> Marketing Chair
2 Weeks Before	
<input type="checkbox"/> Display and distribute printed marketing materials (posters, flyers, etc.)	<input type="checkbox"/> Event Coordinator
<input type="checkbox"/> Press release and graphics sent to campus and community media	<input type="checkbox"/> Event Coordinator
1 Week Before	Person Responsible
<input type="checkbox"/> Continue social media event promotion	<input type="checkbox"/> Event Coordinator
<input type="checkbox"/> Confirm photography/videography services	<input type="checkbox"/> Event Coordinator
Day of Event	Person Responsible
<input type="checkbox"/> Ensure event signage is in place	<input type="checkbox"/> Event Coordinator
<input type="checkbox"/> Print and distribute event assessment forms for attendees	<input type="checkbox"/> Dir. of Operations
<input type="checkbox"/> Take in-house pictures of event for social media	<input type="checkbox"/> Event Coordinator
<input type="checkbox"/> Record statistics on number of attendees	<input type="checkbox"/> Dir. of Operations
Post-Event	Person Responsible
<input type="checkbox"/> Send thank-you notes to guests (speakers, performers, etc.)	<input type="checkbox"/> Event Coordinator
<input type="checkbox"/> Upload event photos to Library Events folder on shared drive	<input type="checkbox"/> Event Coordinator
<input type="checkbox"/> Post pictures on social media	<input type="checkbox"/> Event Coordinator
<input type="checkbox"/> Record responses from event feedback forms	<input type="checkbox"/> Dir. of Operations
<input type="checkbox"/> Follow-up with event requestor for feedback about event	<input type="checkbox"/> Event Coordinator

**Please be advised of the following:**

### Event Requests Submitted with Short Notice

For events that are submitted with short notice of less than 6 weeks, the Marketing Committee can provide minimal promotional services, including (but not limited to): social media posts; press release to UT News for online-only story; and event calendar postings.

### Graphics and Marketing Materials

**If individuals or groups choose to create their own graphics, those materials must be vetted by the Marketing Committee prior to distribution.** This process ensures that all event promotional materials are consistent with University branding and graphics standards. The University Graphics Standards manual can be viewed online at <http://wxut.pbworks.com/f/UT+Style+Guide.pdf>. Logos are available for download on the shared drive in the University Libraries Logos folder.

Graphics and marketing materials can be e-mailed to [jodi.jameson@utoledo.edu](mailto:jodi.jameson@utoledo.edu).