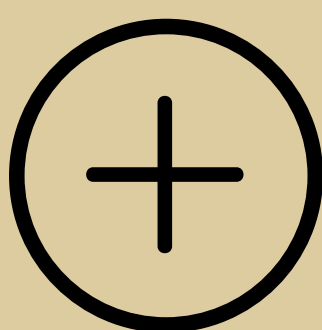


HOW TO MARKET YOUR EVENT

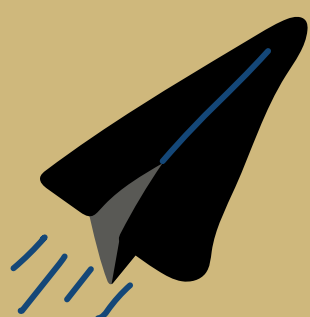
Information for Student Clubs



Register

Create a [registration site](#)

- If collecting a fee, speak to Student Life immediately to learn more about policies and requirements.



Create a Flyer

Use free templates available to you on [Canva!](#)

- Size: 8.5 x 11"
- Must include: event date & time, registration link

Digitally link your flier to your registration site

Schedule fliers to be displayed in the Business School elevators. Submit for approval a minimum 3 weeks prior to event



Go Digital

Add your event to the [University Event's Calendar](#)

- Doing this automatically adds it to the TV Screens in the Business School by the elevators

Tell the [Campus](#)

Add your event to the [Gist](#). [Email](#) your event information at least 3 weeks prior to your event date.

Publish to the big screens across campus:

- [Lynx Center](#)
- [Student Commons](#)



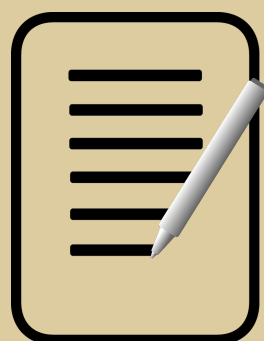
Promote

Partner with other Student Organizations to co-host and spread the word to their club members

Ask Professors to promote and hand out flyers in class

Utilize CU's [social media](#). Tag the Business School at

- Instagram: @cudenbusiness
- Twitter: #CUDenBusiness
- Facebook: Co-Host your event with @CUDenverBusiness
- Tag @cudenverstudentlife on Insta & Facebook too!



Monitor & Review

Get [feedback](#) after the event to incorporate in future activities