Preparing for Perfect Publicity at Plymouth State

30 Days Prior to Event

• Send out an email to all potentially interested parties – “Save the Date”
• Put up a poster/flier promoting the event
• Tell everyone you know about the event – spread the word!
• Place ads in The Clock for the two issues prior to the event
• Place an ad in the local paper if the event is open to the general public
• Contact WPCR to place an ad in their community calendar
• Write letters or emails to specific faculty or staff members inquiring about students that should be targeted to attend this event. Compile the list of students that were recommended, and send out a personal invitation to attend the event.

Two Weeks Prior to the Event

• Put up a second flier (slightly different than the first). Remember, fliers can only be up for 2 weeks in the HUB, and are usually torn down or trashed in other locations after a couple of weeks
• Put an announcement up on the myPlymouth portal.
• Create handbills and hand them out at other events
• Compile the list of students that were recommended by faculty and staff and send out a personal invitation to attend the event to those students.

One Week Prior to the Event

• Put up a banner in the HUB – be creative, make your banner stick out!
• Do a table in the HUB and one other location on campus – hand out something creative so people will be interested in checking out the event.
• Put up another announcement on the myPlymouth portal
• Send out a last minute reminder to everyone you emailed 30 days prior to the event, and anyone you’ve added to this list.
• Keep spreading the word to everyone you see.
• Write the event info on the corner of the chalk/white boards in the classrooms, ask for permission from the professor, and don’t take up too much room

Day of the Event

• Put up an easel or a display board in the HUB advertising “Event Tonight”
• Keep the word of mouth going – build excitement for the event! Call 5 people, and ask each of them to call 5 people, etc. – get everyone excited! Do something creative! Walk around campus during the busy hours with fun giveaways; if you’re having a performer, ask her/him to do a “teaser” in the dining hall prior to the event; Do something to draw attention to the event