

HOW TO PROMOTE YOUR EVENTS

Have an event to promote at TRSM? Here are some general guidelines and resources:

1. Review the event checklist

- If you are hosting an event, review the event checklist at the end of this document. It ensures that you won't miss any of the details, from photography and promotions, to invites and VIPs.

2. Create an event listing

- If your event is open to the TRSM and Ryerson community, you can submit your event to be posted in the following places:
 - TRSM events calendar and EMS Kiosks:
<https://trsfacilities.ryerson.ca/MasterCalendar/AddEvent.aspx>
 - Ryerson.ca's homepage: <http://www.ryerson.ca/news/events/submit/index.html>
 - Digital signage: Create an ad and have it displayed on more than 70 digital screens on-campus including seven in TRSM. For more information, visit: <http://www.ryerson.ca/digitalsignage/>
 - Ticker tape message: send your message (no more than 60 characters) with the posting time period 48 hours in advance to marketingtrsm@ryerson.ca. A member of the TRSM Marketing and Communications team will get in touch with you for any revisions/questions prior to posting.
- If you would like your event to be featured in Ryerson Today, please contact Colleen Mellor, manager of publications at Ryerson. As a general rule, events are only featured **ONCE** in the Ryerson Today email broadcast.
- If you have a research-related event and would like to add it to the monthly OVPRI listings/email notice, please email researchevents@ryerson.ca with the subject line "Add to Events Email" 4-6 weeks prior to the event
- TRSM research related events (by individual schools, profs or TRSM's research centres/institutes/labs) can also be sent to Nik Ashton @ TRSM to be shared via TRSM's research communication channels nashton@ryerson.ca
- Here are a few other community listings you can submit your event to:
 - BlogTO: <http://www.blogto.com/events/add/24>
Hours: <http://www.toronto24hours.ca/events/submission>
 - Toronto.com: events@toronto.com
(will also get published in Toronto Star also if accepted)

- Toronto Neighbourhoods: <http://www.torontoneighbourhoods.net/calendar-v2/submit>
(Select Bay St. Corridor option)
- Inside Toronto (Community newspaper chain): <http://www.insidetoronto.com/user/login.aspx?returnurl=%2fuser%2fevent>
(You need to create an account first)
- Now Magazine: <https://nowtoronto.com/nowevents/index>
- City News: <http://www.citytv.com/toronto/community/sysd-toronto/submit-event/>
- 24 Hours: <http://www.toronto24hours.ca/events/submission>
- Snap'd Toronto: <https://village.snapd.com/#/login>
(Only submit if event is visually interesting. Must create account first)

3. Create a community bulletin

- You can promote items such as contests, scholarship deadlines, request for proposals, committees, etc. through community bulletins.
- Submit this type of information directly to Ryerson Today from the online submission form found at: <http://www.ryerson.ca/ryersontoday/bulletin/submit.html>
- As a general rule, bulletins are only featured ONCE in the Ryerson Today email broadcast.

4. Contact Ryerson Today

- To discuss potential coverage of your event or story, your first point of contact should be: **Colleen Mellor, Manager, Publications; email: cmellor@ryerson.ca**. Colleen is also responsible for Ryerson University Magazine (alumni audience).
- Ryerson Today is published three times per week – Monday, Wednesday and Fridays except for summer, when it moves to a Wednesday-only publication schedule.

5. Discuss potential media interest

Depending on the story/event, TRSM Marketing and Communications department can provide external media relations support that can include: a news release, a media advisory for events or event listings in external outlets; as well as social media posts. Typically, if TRSM provides external media support, Ryerson Today will repurpose the news release for an internal audience.

We also work with Ryerson University's University Relations on media outreach, press releases, RU social media outreach, etc.

Contact: Suelan Toye, Media Relations, TRSM Marketing and Communications:
stoye@ryerson.ca

6. Connect with Marketing for strategic communications

- Marketing & Communications team at TRSM can support you in creating integrated communications and marketing plans. We will work with you to create messaging and identify the best communication channels. Channels may include mass media, digital communications, events, collateral and internal communications. We also maintain a roster of preferred suppliers including writers, content writers (web), media planners, graphic designers, consumer researchers, photographers and printers.

Contact: Kate Marshall, Director of Marketing and Communications:

kate.marshall@ryerson.ca

7. Create an LCD screen ad

Please visit <http://ryerson.ca/tedrogersschool/news/media-centre-community/> for TRSM's Digital Signage process/policy

- Computing and Communication Services (CCS) manages the digital screen/monitors network across campus; video ads and promos can be created to promote your campus event. Note that individual faculties and units – such as TRSM schools and the Rogers Communication Centre – maintain their own screens also
- Visit <http://ryerson.ca/digitalsignage/guidelines/> for full Ryerson digital signage info and how to have a sign created

8. Advertise in the campus media

- To place an ad (publishes September – March):
 - Eyeopener contact: advertising@theeyeopener.com
 - Ryersonian contact: ads.ryersonian@ryerson.ca

9. Reach out to alumni

- Contact **Meredith Jordan** to see if event information can be sent out to Ryerson alumni via their e-newsletter or social media channels: majordan@ryerson.ca
- Contact Darren Shiraj TRSM's Alumni Co-ordinator dshivraj@ryerson.ca to discuss opportunities to connect with TRSM's alumni

11. Reach students from outside your faculty

- If you are trying to promote your event to students from outside your own faculty and the event is a good fit, consider reaching out to the following offices to see if they will promote through their own networks:
 - **Student Life Programs:** www.studentlife.ryerson.ca

- **TRSM – Office of Student Achievement:** asktrsbm@ryerson.ca
They send out a weekly e-bulletin; deadline to submit content is Monday at 2pm
- **Faculty of Engineering and Architectural Science – Student Relations and Development**
Zohair Khan, Manager of Student Relations and Development, z6khan@ryerson.ca

12. Reach out to prospective undergraduate students

- Contact **Samantha Read** in Undergraduate Admissions and Recruitment to see if UAR can promote to prospective students via their social media channels:
s2read@ryerson.ca

EVENT PLANNING CHECKLIST

- Confirm event date & time
- Confirm venue – with the RU/TRSM facilities office
- Send 'save the date' email to Internal VIP list (President and Provost's offices, Deans) – as soon as possible to ensure their ability to attend and knowledge of on-campus events/guests
- Confirm budget based on scope of event (food, drink, entertainment, speaker gifts, A/V & photography needs) – need approved budget amount and cost centre
- Contact Security (security@ryerson.ca) to notify them of event and speakers. They will assess your event (participants/topic/location/date) and arrange for security coverage if necessary (Do this if there are dignitaries in attendance and if there is a bar)
- Compile guest list/invitation list – don't forget alumni, advisory councils, research centres/institutes/cross RU campus faculties/staff/students as appropriate – as well as students, faculty and staff
- Coordinate design and printing of invitations (printed and/or email), posters and flyers – with TRSM or Ryerson MarComm as needed
- Email/send invitations to guest list – internal and external
- Using invitation design, or elements of, develop signage for the event room and/or building to promote event and provide good photo backdrop/décor – including directional signage around building for day of or before event as promo pieces
- Create event posting on your website and social media – notify TRSM MarComm for TRSM website and social media listing

- Register event on Ryerson's event page <http://www.ryerson.ca/news/events/submit/index.html> - this acts as notification to Ryerson Today team of event
- Track RSVPs – consider using outside server e.g. EventBrite to allow for easy registration, messaging to attendees and monitoring of RSVPs
- Contact RU/TRSM food service provider to arrange for food and beverage requirements
- Contact Campus Planning (doit@ryerson.ca) and arrange for room set-up, tables, chairs etc.
- Contact Media Services (avhelp@ryerson.ca) and arrange for A/V requirements
- Determine if you need/want a professional photographer at event – contact TRSM or Ryerson MarComm for photographer names/contact
- Ensure key visiting guests have been briefed on their speaking requirements/speaking notes or brief provided to internal/TRSM/RU speakers
- Coordinate flowers and other décor for event location (trees, plants, seating for special guests/interviewers)
- Coordinate any additional on-site staffing/volunteer needs (registration table, coat check, help with directing guests etc)
- Print and stuff name badges if using/need
- Arrange gifts for guest speakers if appropriate
- Develop detailed “Event Timing” schedule and responsibilities for the day of the event and during the event – ensure everyone involved knows the ‘Event Timing’ and their role/responsibilities