

# Promotion checklist

## Pre-promotion

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| --- | --- |
| *Event title* |  |
| *Event description (250 words of lively prose)* |  |
| *Promotional image* |  |
| *Speaker/s**If required:** *Bio*
* *Blurb*
* *Abstract*
* *Image*
 |  |
| *Organiser and additional staff* |  |
| *Contact details for organiser* |  |

## Event listing

|  |  |
| --- | --- |
| Birkbeck Events Calendar listing |  |
| Eventbrite page |  |
| Event directory listing (if required) |  |

## Spreading the word

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| --- | --- |
| Email invitation |  |
| Social media | * Appropriate event hashtag
* Posts to invite registration
* Reminder posts
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| Blog | If required:* Who?
* Where will it be published?
* Could there be a ‘taster’ pre-event blog too?
 |
| Filming | If required:* Who will film?
* Where will it be published afterwards?
* **Use a disclaimer to tell attendees there will be filming**
 |
| Photography | If required:* Who will take photos?
* How will the photos be used?
* **Use a disclaimer to tell attendees there will be filming**
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| Podcasting | If required:* Where will the podcast sit after?
* **Use a disclaimer to tell attendees there will be filming**
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| Print materials | If required:* Posters
* Flyers
* Booklets for attendees
* Pull-up banners
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| Press release |  |

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| **Notes:** |

## Content legacy - best practice guide

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| --- | --- |
| Photography | Essential* One staged photograph of speakers and stakeholders
* One natural photograph of event/speaker in-action
* Use a disclaimer to tell attendees there will be filming

**Avoid*** **photographs from the back of the room (and people’s heads)**
* **photographs of people eating/drinking**
* **making people nervous by getting too close.**
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| Filming | Essential* Visit the venue with your camera man/woman to test the best place to film from.
* Provide your camera man/woman with a schedule of the event.
* Audio recording equipment in place to take sound along with video
* Test your equipment first.
* Use a disclaimer to tell attendees there will be filming.

**Avoid*** **placing the camera where people will walk in front of it**
* **placing the camera too close to the speaker**
* **zooming in and out too frequently.**
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