

Tips

There's a lot going on in Rochester and filling seats can be tough. People are not only busy, they're overextended. Therefore, we encourage you to think creatively when promoting MCC events. Make your publicity efforts memorable. Holding a concert? Sing or play outside the Brighton Room at lunchtime. Staging a theatrical production? Have actors in costume distribute handbills at main college entrances or wherever students or employees gather. Get people talking! Here are a few tips for doing just that.

think
creatively



Monroe Community College

STATE UNIVERSITY OF NEW YORK

www.monroecc.edu



Are you reading the printed brochure?
To maximize the hyperlinks within this brochure,
contact Marketing and Community Relations for
an electronic version.

*All web addresses were accurate at press time. If you encounter an error,
please let Marketing and Community Relations know so that we can
correct the information. Thank you.*

Tips

Tips for Promoting Your MCC Event



Tips

PROMOTE YOUR EVENT ON MCC's DAILY TRIBUNE and EVENTS CALENDAR*

You can post your event to the MCC Daily Tribune once every two weeks. For instructions on submitting an event, go to:
<http://www.monroecc.edu/mccannou.nsf/HowToSubmit?OpenPage>

*Please note: These instructions are for Outlook full client users. The submission form is NOT available through Outlook web access. If you are working off-site, please send to your departmental support staff member and request they submit on your behalf.

PROMOTE YOUR EVENT ON YOUR SOCIAL MEDIA CHANNELS

When promoting your event via social media, make sure you include as much information as you can: title, date, time, price or free, ticket availability if appropriate, parking information and a contact email for questions. Also include important links. Make the details as specific as you can. Use pictures if they fit. And don't be shy – "Please help us spread the word" can go a long way in successfully promoting your event.

Using a social media outlet that doesn't give you that much room? (example: Twitter) Make the invitation brief and include an event calendar link.

Announcing an event isn't enough. Whenever possible, engage respondents. Draw them into conversation. Give them a reason to post on your event wall and answer questions as quickly as possible.

As you get closer to the event, send messages to those who are attending, the maybes and all the invitees.

Remember, many people make last-minute decisions about events!



EXPLORE the WEBSITES OF REGIONAL CLUBS AND ORGANIZATIONS

Are there clubs and/or organizations that might be delighted to know about this event or speaker? Do a Google search for local possibilities. Craft an email that includes all pertinent information and always include a contact in case they have questions.

FRIENDS, COLLEAGUES AND KINDRED SPIRITS

Are there friends and professional colleagues who might be interested in attending? Try and think from THEIR perspective. What's in it for them? Knowledge? Enlightenment? Entertainment? Answer that question, then craft an email invitation that gives them a reason to come, making sure to include all the details and a contact for additional information -- and send it out. Again, ask them to share with others who may be interested.

LOCAL EVENT CALENDARS

These are time consuming. But they're free publicity.

Democrat and Chronicle

<http://www.democratandchronicle.com/apps/pbcs.dll/misc?URL=/misc/forms/submitevent.pbs>

YNN

<http://www.twcnews.com/nys/rochester/submit-event.html>

WHAM13

<http://events.13wham.com/createevent>

- 1) Click on Add New Event.
- 2) You will be asked to register on the website, or if you have already registered, you must enter your password. You will then be directed to the New Event Form.
- 3) Enter a Title and Description (in the Story Content box) for your event, including times, location, ticket cost, and contact information (name, phone number, email address, etc.) where applicable.

- 4) To select a date for your event, simply find and click on the event date on the calendars, and click Add Event Date. For multiple event dates, just repeat this step. Please note there is a 10 date limit to all events. To add an event with more than 10 dates, simply add a new event with the same title and description.
- 5) Click the Publish Story button to submit your event. Note: After submitting your event, the submission needs to be approved by 13WHAM before appearing live on the website.

WHEC10

<http://events.whec.com/index.aspx>
Click on Add Event top right

Freetime

<http://www.freetime.com/rochester-events-calendar/>
Email event details to freetime@frontiernet.net

City Newspaper

<http://posting.rochestercitynewspaper.com/rochester/Events/AddEvents>
Need to log in or create account

Rochester Business Journal

<http://www.rbj.net/calendar/>
Email event details to events@rbj.net

RochesterHomePage.net

<http://www.rochesterhomepage.net/community/events#/>
Click on Add Event, in the right column on the page.