

# Promotion checklist

## Pre-promotion

|  |  |
| --- | --- |
| *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

|  |  |
| --- | --- |
| Email invitation |  |
| Social media | * Appropriate event hashtag * Posts to invite registration * Reminder posts |
| 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** |
| Podcasting | If required:   * Where will the podcast sit after? * **Use a disclaimer to tell attendees there will be filming** |
| Print materials | If required:   * Posters * Flyers * Booklets for attendees * Pull-up banners |
| Press release |  |

|  |
| --- |
| **Notes:** |

## Content legacy - best practice guide

|  |  |
| --- | --- |
| 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.** |
| 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.** |