Marketing Tips: Make Your ‘DEIS Impact Event a Success!

Leading up to ‘DEIS Impact

Know your audience
- Who is your event targeted to? Whom do you expect to show up at your event?
- Find mediums like listservs, classes and clubs to reach out to your identified audience

Co-sponsor and Collaborate
- Find co-sponsors. Good, strategic partners can help you finance, market and execute!
- Keep in mind that there are 40+ events happening for ‘DEIS Impact, so the more you collaborate with other departments and clubs, the higher the chance of drawing a larger and more engaged crowd to your event

Collaborate with classes
- See if there are any classes being taught this spring semester that are related to the event
- Reach out to professors and see if they can reach out to the class to publicize your event

Social Media
- The ‘DEIS Impact committee will use the Ethics Center Facebook page and the ‘DEIS Impact Facebook page for event publicity and blog posts so please like the page! :) 
- RSVP to the ‘DEIS Impact event on Facebook and invite your friends
- Use #DEISimpact, #brandeis if you’re making any posts on Facebook and Twitter
- If you have a FB event page then please post your event link on the ‘DEIS Impact event page or share it with your liaison so they can post it on the page
- The Ethics Center’s Instagram is @EthicsBrandeis - feel free to follow us, tag us in ‘DEIS Impact photos, and use #DEISImpact and #Brandeis!
- The Ethics Center’s Twitter account is @EthicsBrandeis. You know what to do...
- Write a blog post for the ‘DEIS Impact 2015 blog on the preparations and excitement leading up to your event. Send your entries to deisimpacters2016@lists.brandeis.edu!
- Use the ‘DEIS Impact logo in your event flyers
- Make beautiful flyers of your event and hang them strategically around campus
- Change your cover/profile photo on FB to a DEIS Impact photo or our logo

Other Marketing Tips
- Nothing beats face-to-face marketing - friends, colleagues, co-workers and classes...
- Reach out to the Waltham Community or nearby universities to have people come over!

During ‘DEIS Impact
- Keep updating the official ‘DEIS Impact 2016 blog as your event progresses!
- Post on Facebook, Instagram and Twitter
- Encourage your audience to write event reviews and send them to you for us to post!
After ‘DEIS Impact

- Write a blog post regarding your experience of organizing a ‘DEIS Impact event. What worked and what did not? Things that you would change for next time? What did you learn from organizing the event?
- Think about ways that your event could have a lasting impact

Here’s Your Event Publicity Checklist!

Flyers
- Make sure you get flyers stamped at info booth before posting in Usdan and Shapiro
- Flyer in Shapiro, Usdan, Science and Humanities Quads, Slosberg, libraries, etc.
- Post on bathroom stall doors and above water fountains

Stuffing boxes
- CA boxes, club offices, mailboxes, and faculty boxes in specific departments

Handouts/ Brochures
- Have students help hand them out in public areas
- Leave in lobby areas w/ other materials (newspapers, etc.)

Email lists and meetings
- Club and quad meetings
- Student Union Announcement list
- Stephanie Grimes’ Student Life announcement list
- Club leaders’ listserv
- Other club or department/program lists of interest

Newspapers and websites
- Ad or feature article in The Justice or the Hoot (contact them!)
- BrandeisNOW website - you can submit an item for their announcements and events lists
- Facebook groups

Other options
Sidewalk chalk ads, balloons, banners, buttons, T-shirts, WBRS public service announcements

Hope you all have successful events! Good luck and have fun!
- ‘DEIS Impacters 2016