

# Marketing Checklist



Division of Student Affairs  
UNIVERSITY OF HOUSTON

Event Title \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

## 6-8 weeks before the event

- Set goals and develop learning outcomes for the event
- Define the target audience for the event
- Check the DSA MarCom and UH calendar for conflicting events
- Confirm reservation information - Add ("How did you hear about us?") to form
- Add event details to department website
- Add event to UH Main Calendar
- Add event to DSA Marcom Group Outlook calendar
- Add event to Get Involved
- Create graphic design plan (in-house or with CreationStation, Printing and Postal, Fast Signs, etc)
- Develop an asset list of items you will need to order or create (promo items, shirts, etc)
- Schedule advertisements with the Center for Student Media
- Schedule banner space availability with Conference and Reservations Services (CARS)
- Contact and invite special guests
- Schedule visits to other departments to share event details

## 4 weeks before the event

- Receive marketing materials from designer (print + digital)
- Schedule media services (photo, video) with the Center for Student Media
- Invite targeted audiences or related organizations and departments
- Send digital screen artwork to departments (see full list of screens and sizes here)
- Create Facebook event
- Include the event in department and college newsletters
- Start promoting in Coognews (include event in What's New section)
- Receive Dean of Students approval for yard signs to give to Conference and Reservations Services (CARS)

## 2 weeks before the event

- Confirm presenters/volunteers and provide them with resources to share the event on social media or via email
- Schedule social media posts and ask for retweets and reposts from other departments
- Participate in tabling to create awareness
- Distribute printed marketing materials (fliers, posters, and yard signs)
- Submit news releases to UH Media Relations (if needed)
- Submit news release to DSA Director of Marketing & Communications
- Reserve AccessUH Banner
- Schedule presentations to classes or during Registered Student Organization meetings
- Continue promotion in Coognews until Event day
- Give reminders during staff meetings, director meetings, etc.

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## 1-3 days before the event

- Ask for reposts and shares on social media
- Send confirmation/reminder emails to registered participants
- Place yard signs around campus (if needed)
- Participate in tabling in high traffic areas
- Encourage registration (if still open)
- Print our photo release forms (if applicable)

## Day of the event

- Post a final reminder on social media
- Send an email to attendees address weather or unforeseen changes
- Participate in tabling (if applicable)
- Build excitement before and during the event through live tweets on Twitter, stories on Facebook or Instagram, and posts on SnapChat
- Track attendance through Get Involved
- Bring photo release forms and registration lists (if applicable)

## After the event

- Write and distribute an event article (Send to MarCom Director for posting on DSA website)
- Send "Thank you" emails attendees or special guests
- Send a post-event assessment to those who registered
- If attendees registered for the event and did not attend, send an email about upcoming programs/events Take
- down print and digital marketing (48 hours after your event)
- Post pictures from the event on social media, in newsletters, and on department websites
- Archive photos/videos/emails
- Review goals and learning outcomes for the event, Develop reports on attendance and engagement numbers
- Host a debrief meeting with stakeholders
- Complete reflection or summary report for your department/committee

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