

EVENT

1. Check for conflicts at UofL calendar at events.louisville.edu. Submit your event there as soon as you have the basics (you can flesh it out later).
2. Determine your intended guest list/audience*
3. If you have questions about your event that fall outside of the this flow chart, email artsand-sciences@louisville.edu.

Do you want any of the following for your event?

- Electronic invitations
- Online registration
- Ticketing
- Online check in
- Event reports
- Post-event surveys

No! I'm old school!

Yes, I want these online tools.

Submit your event info to the Alumni Office via uofl.me/alum-comm and/or set up your event in eventbrite.com. (Contact lindsey.ronay@louisville.edu to get login information for the UofL account.)

Do you need to accept payment?

No

Yes

Contact lindsey.ronay@louisville.edu so that she can help you get set up to accept online payment.

EVENT or NEWS ITEM?

Email Janet Cappiello (OCM) at janet.cappiello@louisville.edu to request a press release.

Not every news item/event is best served by a news release
Other options we might consider:

NEWS

For internal communication

1. Forward to artsandsciences@louisville.edu and copy lindsey.ronay@louisville.edu.
2. To reach A&S fac and staff, submit for Monday Memo at uofl.me/as-mmform.
3. For a University-wide announcement submit to uoflnews.com/submit-announcements.
4. To reach students, submit to louisville.edu/studentaffairs/forms/student-news-and-events.

For external communication, forward to artsand-sciences@louisville.edu and copy lindsey.ronay@louisville.edu. Options the Dean's Office/OCM might consider:

- Website
- UofL Magazine
- News release
- Social media
- Print materials
- Paid traditional and/or digital marketing (if \$\$\$)

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OF ARTS & SCIENCES

A&S NEWS & INFORMATION FLOW CHART

QUESTIONS THAT WILL HELP YOU DETERMINE YOUR AUDIENCE

Is my event really a public event?

- What are my time constraints? Is this a daytime or evening event? Weekday or weekend?
- Does the subject matter have a wide audience appeal? Or is discipline-specific and intended for a narrow network of people?
- Is the subject topical? Does it relate to events or themes in the news?

What are the best channels to spread the word?

If you determine the event is really geared toward an internal or more academic audience, you will want to consider different avenues for spreading the word.

- What on campus offices, programs and departments might be interested?
- Are there community organizations that might be interested?
- Do the faculty who are involved have networks you can utilize?

***NOTE:**

Just because it is “open to the public” does not mean it is a public-friendly event.

@ #

When using to social media to promote news and events, make sure you tag people and organizations and use hashtags in order to increase exposure. Be sure to tag A&S **@UofLASThinker** (Facebook, Twitter, and Instagram) and UofL **@UofL** (Twitter), **@UniversityofLouisville** (Facebook and Instagram). Use **#WeAreUofL**.