

Planning & Promoting Your Next Internal Event

What is an internal event?

Any activity planned by a department, division or unit for faculty, staff, students or volunteers. Examples of internal events include, guest lectures, poster displays, TGIF, forums, departmental open houses and various ways to recognize an awareness week, day or month.

When should I call the Office of Communications?

- ✓ Any time you are considering inviting an external guest like a mayor or any government official, the media or local celebrities like the Oilers.
- ✓ When you require salutations from the Dean or Faculty leadership.
- ✓ If you think your event might interest the general public or warrant media attention.

How do I plan my internal event?

Use the *Events Checklist* which available [online](#), as a guide.

What can I do to promote my internal event?

Below are some tips to assist you with publicizing your next internal event:

Use online event listings

- ✓ Send your internal event information to your department's chair assistant requesting help in promoting the event internally and filling in the submission form for the Faculty's website event calendar.
- ✓ To have your event listed on the Faculty's website event calendar, please fill in the [FoMD event submission form](#) which is available online. Event submissions are approved weekly.
- ✓ For the University of Alberta's event calendar and Folio event listings: Submit your event information [online](#).
- ✓ For the Edmonton Clinic Health Academy (ECHA) website calendar, submit your event information [here](#).

Create a poster

Posters are useful to promote internal events. If you need help creating a poster, one option is to contact U of A's [Marketing & Communications](#) team at 780.492.9036 to get a custom made poster. You can also use their [online toolkit](#), where you can download free poster templates, logos and photographs to put your poster together. U of A's [AICT](#) services at 780.492.9400 can also design and print your posters.

Tips to consider when designing a poster:

- Follow the U of A's visual identity policy which is available on the [Marketing & Communications online toolkit](#). You will find details about use of logos, colours, typography, etc.
- Using standard 8 ½" x 11" paper will make your poster easier to distribute and post. Posters should not exceed 18" x 24", as per Facilities & Operations [poster guidelines](#).
- Answer the Who, What, When, Where, Why and How questions. Provide a web link if possible.
- Include a contact name, phone number or email address people can contact for more information
 - Proofread, proofread, proofread. Make sure the date, time and location and phone numbers are correct.
- Include the Faculty/Department logo and mention if event is sponsored by a group or department such as Undergraduate Medical Education.
- Use an appropriate graphic or image. If you use a photo of a person make sure to obtain legal consent/waiver from that person.
- Don't put too much information on the poster. You don't want paragraphs of words that will take too long to read.
- Use coloured paper for impact.
- Use at least 20-point type.
- Use a large headline, title or catchphrase that can be seen from at least 3 metres away.

How can I distribute posters?

Within the Faculty of Medicine & Dentistry:



- ✓ Send two hard copies of your poster to Communications; c/o Faculty Reception, 2J2.00, Walter Mackenzie Health Sciences Centre (WMC). Alternatively, you can email the poster to communications@med.ualberta.ca with a request to put up your poster. Emailed posters will be printed on 8.5"x11" paper in black and white. These will be posted on our poster boards in WMC and in the Heritage Medical Research Centre (HMRC). Please keep in mind that we will put up as many of your posters as possible, dependent on available space. Posters are updated at the end of every week.
- ✓ Send posters directly to departments and divisions, as appropriate.

Across campus:

- ✓ Put up posters yourself in other buildings across campus. The U of A has specific guidelines about designing and posting banners and posters. Please take a moment to review the guidelines.
- ✓ Hire [Safewalk](#) to put up posters across campus. They offer a postering service across campus during the school year. Please drop by their office, located at 030E Lower Level SUB, with the posters, and fill out a postering order form. Safewalk charges \$20 for the initial 100 posters, and an additional \$10 for every 100 more. Payments can be made in cash or by cheque. It takes about a week for 100 posters to be distributed, and they will only post in buildings that do not require approval. They can post in buildings that do require approval, such as SUB, but only if the posters have an approved stamp.
- ✓ If your poster is for a University-wide event, the Office of Communications can distribute posters to colleagues at Campus Communicators Network (CCN). Please deliver at least two months in advance several printed posters with a request to distribute the poster to CCN to: Communications; c/o Faculty Reception, 2J2.00, Walter Mackenzie Health Sciences Centre (WMC) .

To reach hospital sites:

- ✓ Contact Suzy Salanguit at Suzy.Salanguit@albertahealthservices.ca or 780.407.7208 and request help to post on bulletin boards at hospital sites. Alberta Health Services will assess each post request individually to determine which hospital sites would be appropriate.

Off Campus:

- ✓ Hire a poster distribution company. One option is Main Staple Poster Distribution at 780.468.6962.

Tips on distributing posters

Ideally, send your posters out four to five weeks in advance of your event to allow time for posters to be delivered, posted and appropriately publicize your event.



Think about who you would like to target with this poster. Is this event directed at specific departments or divisions? Would people from other Faculties be interested in attending? Would you like to attract the student population by posting in locations like SUB or HUB? Do you want to post off-campus to attract members of the public? Put up posters in locations that reach these target audiences.

Are there other ways of promoting the event?

- ✓ There are several advertising opportunities in the University such as the Student Union TV screens ([SUTV](#)), or placing an ad in publications such as [Gateway](#), [Folio](#), and [New Trail](#).
- ✓ Send an email to the [Office of Communications](#) with a JPG of your event requesting that it is promoted using the FoMD's social media accounts. It is up to Communications to decide if the event is appropriate for social media audiences.