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**BCS Community Events Promotion Checklist**

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| --- | --- | --- | --- |
|  | **Member Group(s)** |  |  |
|  | **Event Name** |  |  |
|  | **Event Date(s)** |  |  |
|  | **Target Audience** |  |  |
|  | **Pre-Event** |  |  |
|  | **Channel** | **Task** | **Your Notes** | |
|  | **EVENT ASSETS** | Get speaker details |  | |
|  | Remember to use social media to post sneak peeks of your event including tagging speakers |  | |
|  | Find an appropriate image for your event and complete the BCS Event Request Form on the Volunteer Hub |  | |
|  | **BASIC PROMOTION** | Your BCS Coordinator can add your event to Eventbrite and the BCS Events Calendar |  | |
|  | **TEASERS** | You could try producing a trailer for your event or conduct pre-event interviews with your speaker or committee members |  | |
|  | **PRINTED MATERIALS** | Use the BCS request form to obtain marketing literature if required |  | |
|  | Email printed collateral to committee members |  | |
|  | **ONLINE COMMUNITY** | Post a topic in the BCS Community online discussion forum to your member group area. |  | |
|  | **EMAIL** | Send an email to your member and non-member mailing lists |  | |
|  | Ask your BCS Coordinator if your event is suitable to feature in the BCS newsletter, ITNOW |  | |
|  | **SOCIAL MEDIA** | Post a series of social media plugs to your member group social media channels. Please refer to the BCS social media guidance on the Volunteer Hub. |  | |
|  | Ask influential people in your networks to share your event on social media |  | |
|  | Ask your BCS Coordinator if your event is suitable to be shared on BCS social media |  | |
|  | **ADVERTS** | You may be able to post your event for free on listings websites such as local newspapers or forums |  | |
|  | Think up a list of free places you can post your advert online and offline |  | |
|  | **PR/MEDIA** | Ask your BCS Coordinator if you require a press release for all or part of your event |  | |
|  | You may be able to get free publicity from organisations or the media if your event is newsworthy to outlets |  | |
|  | **NETWORKS** | Ask your members and committee to share the event with their networks |  | |
|  | Offer a membership discount code to anyone who brings a friend to an event |  | |
|  | **SPONSORS** | Ensure your sponsors have access to all your promotional material so they can help put out the message |  | |

**During Event**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **SOCIAL MEDIA** | Ensure you assign someone to post live updates to your social media during the event – even post questions live from the discussion |  |
|  | **VIDEO** | If you are recording the event, think about how the recording will look when edited – check the sound, the lighting, position speakers correctly etc. |  |

**Post-Event**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **CONTENT** | Create an article about the event to share with BCS |  |
|  | **EMAIL** | Ask your BCS Coordinator if you would like a post-event survey when they send out the email to let delegates know a recording is available |  |
|  | Collate testimonials from delegates |  |
|  | **SOCIAL MEDIA** | Post the photos from your event (with permission) and thank people for coming – perhaps include a post-event poll question |  |