

**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**

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|[ ]  **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**

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|[ ]  **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 |  |