

# Events at Taree Universities Campus

Booking a function using the TUC space? We've put together a handy checklist of all the ways you can promote your event. We've also outlined the TUC platforms which **eligible events\*** may be able to leverage for their promotion.

## Ideas to Try

## TUC's Platforms

### Digital Media

- Website - create a specific landing page on your website to link through to from other platforms, like social media & emails
- Ticketing & Registrations - using platforms like [Calendly](#) & [Eventbrite](#) are cost effective and user friendly.
- Facebook - Be sure to tag any relevant accounts (@)
  - Timeline Post
  - Pinned Post
  - Video / Reel
  - Event
  - Sharing your event / post in relevant community groups
  - Boosting posts to your local area, or to those with a relevant interest group or who fit a specific demographic profile
- Instagram - Be sure to tag any relevant accounts (@)
  - Timeline Post
  - Pinned Post
  - Video / Reel
  - Highlight
  - Story
- Email - include a link to where they can take action if they're interested
  - Newsletter to entire database
  - Personalised email to specific recipients
  - Add a graphic or link to your organisation's email signatures

- TUC's Website
  - Dedicated landing page
  - Event Page
  - News & Media Section
  - Podcast Page
- TUC's Facebook Page
  - Timeline Post
  - Pinned Post
  - Video / Reel
  - Event
- TUC's Instagram
  - Timeline Post
  - Pinned Post
  - Video / Reel
  - Highlight
  - Story
- TUC's Email Platforms
  - Inclusion in our monthly newsletter
  - Dedicated email to our database
  - Banner in our email signatures

*\*Eligible events would be subject to the discretion of the Taree Universities Campus team, and would only relate to those run by community organisations, not-for-profits and/or those whose event would be beneficial to those members of the MidCoast community the Campus is committed to serving.*

### Print Media

- Posters
  - A1 594mm X 841mm
  - A2 420mm X 594mm
  - A3 297mm X 420mm
  - A4 210mm X 297mm
- Flyers
  - DL 99mm X 210mm (1/3 A4 Page)
  - A5 148mm X 210 mm (1/2 A4 Page)
  - A6 105mm X 148 mm (1/4 A4 Page)
- Fridge Magnets
- Mailouts & letter box drops

- TUC's in-campus notice boards (A4 Posters) & information stands (DL Flyers)

### Audio, Local & Community Media

- Podcasts created by locals, or those with specific topics and themes relevant to your event
- Local Radio
  - Max 1073
  - 2RE
  - Great Lakes FM 101.5
  - 2BOB 104.7
  - ABC Mid North Coast NSW 92.3, 95.5 & 756
  - Ngarralinyi 103.3
- Local TV
  - NBN Television
  - Prime 7

- TUC Podcast: 6 Degrees of Study

# Important Information to Consider

## What

---

- What kind of event is it?
  - Live or virtual?
  - Open to all or specific invitees?
  - Formal or informal? (think: dress code)
  - No catering, drinks only, light refreshments or fully catered?
  - Music, presentation, networking, competition, etc.

## When

---

- Dates
- Times
- How long does the event go for?
- Is there an itinerary or order of events people should know about?
- Is there an RSVP or registration cut-off date?

## Where

---

- Location
- Available parking
- Important access information
- Where can interested attendees go for more information or to ask questions? (i.e. website)

## Why

---

- Why are you hosting this event? What is the overarching purpose or goal?
- Why should people come along - what do they stand to gain from attending?

## Who

---

- Who is this event for?
- Who should come along?
- Do you have venue capacity, limited spaces or a maximum number of attendees?
- Who else would be interested in the event being a success, and they may be interested in helping you promote it?
- Who are the key contact people for the event, whose details should be made publicly available?
- Who is sponsoring / supporting the event that should be mentioned?
- Who is appearing at the event that should be mentioned?

## How

---

- How do interested attendees register or RSVP?
- How can they ask questions or access more information?
- How can they share the event with others who may be interested? (if applicable)
- How can they stay up-to-date for changes?
- If catering is involved, how do attendees let you know about dietary requirements if necessary?