

Marketing Your On-Campus Event: Life After Flyering

Lunch with Arts Initiative

Agenda

Introduction

Columbia Event Listings:

- Arts Initiative E-Newsletter - reaches over 11,500
- TIC- register your event online, sell tickets, and promote on the LCD monitors - <http://www.cuarts.com/tickets/>
- Bwog- email the details of your event to bwog@columbia.edu and it will be posted in the Events sidebar, submit information a day before you want it to appear
- CampusPlaybook.com - student-created website that compiles information about events on campus of all interests and the groups that sponsor them, also allows viewers to search for events with free food
- Columbia Events Calendar - <http://calendar.columbia.edu/>, submit about a week before your event
- SIPA Events Calendar - http://sipa.columbia.edu/news_events/submit_event.html
- Theatre Division Events weekly newsletter - only for events that include a School of the Arts student, faculty, or alum, email Jamie Hardy (jbh2104)

Listserves:

- Student Councils - graduate and undergraduate
- CUPAL- reaches a large listserv of students interested in the performing arts, email President Molly Braverman (mjb2136)
- Music Performers Program - sent out weekly to on-campus musicians and also posted online, email mpp@columbia.edu by Tuesdays at 5:00pm

Other Online Marketing Tools:

- Facebook- make an event, have everyone involved change their status and picture to advertise the event. If you can afford it, purchase an ad.
- Arts Initiative Facebook pages: CUArts (<http://www.facebook.com/home.php?ref=home#/group.php?gid=20250159408&ref=ts>) and TIC Fan Page (<http://www.facebook.com/pages/New-York-NY/Ticket-and-Information-Center-at-Columbia-University/33969221872?ref=s>)
- Contact heads of departments or professors that may be interested
- Create a website- Google Sites, Free Webs, and Office Live are all free and user-friendly
- Create a video- post it on YouTube or embed it onto a website

In the analog world:

- Hang a banner from Ferris Booth balcony - hang for a couple days only, beware of weather!
- Put posters in glass cases outside Black Box or Roone (only if your event is there) - talk to Carol Arnold or Willamina Diaz-Gerloven to reserve the cases with your space reservation
- T-shirts
- Bake sales - also raise money
- Publicize on WBAR or WKCR
- Attend a performance and talk to cast/crew afterwards about your upcoming event
- Approach RA's to post on floor bulletin boards or email out to their floors

Less Conventional ideas:

- Stickers
- Buttons

- Chalk - on Low Plaza, in front of buildings, etc.
- Giveaways (food, pencils, keychains, etc.)
- Public promotional performances - on the Sundial, Low steps, in Lerner, just inside Barnard gates, in John Jay dining hall, etc.
- Offer a surprise gift for a member of your audience at an early event to draw more crowds for later performances
- Mailbox stuffing - Lerner mail services will place flyers in student mailboxes for you. Contact lernerhallmailservices@columbia.edu
- Merchants on Broadway - ask local merchants to let you hang up flyers or give out palm cards in their stores

If you are going to print:

- Print on recycled paper
- Palm Cards
- Posters
- Table cards - Tape or staple palm cards together to make a three dimensional ad

Where to print (in order of cost):

- Columbia printers using weekly quota
- Online - 4over4.com
- Barnard printing (Millbank)
- Columbia printing (Journalism)
- Village Copier - Broadway at 112th Street, Amsterdam at 118th Street

Where to hang:

Highly public, taken down every day:

- Outside bulletin boards (around main square of campus, outside Hamilton, Hartley, and Wallach, Barnard wall by construction site)

Highly public, taken down every Monday morning:

- Lerner (columns, bulletin boards, etc.)
- Hamilton (bulletin boards in the stairwell)
- Residence halls (assigned locations, bulletin boards)

More targeted flyering:

- Other class buildings (Dodge, Kent, Pupin, Lewisohn, Uris, etc.)
- Union Theological Seminary, School of Social Work, Teacher's College, etc.

Flyer at your own risk (against Columbia policies, taken down very quickly):

- anywhere not designated for advertising, including on walls, elevators, sculpture, scaffolding, the Steps, the ground, side of Butler, stair rails, etc.

Ethics of Flyering:

- Pull your own materials down after the event and recycle if possible
- Don't hang posters directly over another group's. If space is tight, try to leave other posters uncovered as much as possible

Marketing Design:

- Have one! - publicity should be clear, distinctive, and connected
- Create a publicity timeline early in the process - plan ahead to order materials, when to register your event at the TIC (about a month before the event), when to start campaign, etc.
- Create a logo - branding

- Make your design bold enough to stand out, preferably that translates in color or black-and-white
- Make it clear what you're advertising

Maintaining your audience:

- RSVP list - if you use the TIC, they will give you an RSVP list for contact information of everyone who came to your event.
- Sign-in sheet - ask event attendees to sign in to create an emailing list
- Audience surveys - help figure out which of your marketing techniques worked best, also good feedback for future events