



# Advertising/Marketing 101

TERESA ARONSON

JULY 25, 2019

# You have an event planned, now what?



- ▶ Planning:
  - ▶ How can you stay on task?
    - ▶ A checklist!
  - ▶ Poster Development
    - ▶ What makes a good design?
  - ▶ Advertising
    - ▶ Where to advertise?
      - ▶ Internal and external advertising
        - ▶ Announcement Submission Form
        - ▶ Yuba College App
        - ▶ Web Calendar training
  - ▶ Most important advice?

# Event Checklist

- ▶ An event checklist with timelines keeps you on task and on schedule.
- ▶ **Please note:** as early as three months before your event determine the availability of your room and/or venue through use of a Facilities Request Form.

## Event Checklist and Time line

### Three months before your event:

	Person Responsible	Due Date	Completed
Establish planning group and appoint chair			
Hold planning meeting (event goals and details)			
Establish responsibilities			
Determine funding and budget sources			
Reserve date on key attendees' calendars (President/Chancellor)			
Determine availability of room and reserve venue (Sheila: Classrooms, Teresa: Theatre or Zulema: Cafeteria)			
Confirm speaker and speaker needs			
Book hotel rooms for out of town speaker, VIP guests			
Determine guest list, request alumni data			
Sign contract and mail deposit(s)			

### Two months before your event:

	Person Responsible	Due Date	Completed
Create invitations, postcards, posters, handouts and related materials (i.e. map, etc.)			
Determine signage requirements (pedestrian & vehicle)			
Determine on-site registration procedures, including ushers			
Book event with caterer and establish preliminary menu			
Contact vendors as required for: tent, stage, podium, chairs, tables, AV equipment (sound, lighting, projector, computers, etc), flowers, plants, other decorations			

### Six weeks before your event:

	Person Responsible	Due Date	Completed
Fill out and send Facilities Application Form to officially reserve room, Provide as many details as possible, including: copy of floor plan, specific details for Maintenance, Media and Theatre Technician (if applicable)			
Fill out and send Suspension of Permit Enforcement Form (if applicable)			
Add your event to the Web Calendar and Portal			
If alcohol is being served, request necessary approvals on ABC permits.			
Arrange for photographer			
Print and send invitations			

### Four weeks before your event:

	Person Responsible	Due Date	Completed
Approve final program (if applicable)			
Work with Public Events on advertising (including sending announcement submission form and electronic files)			
Draft script or talking points for speakers			

### Four weeks before your event (continued):

	Person Responsible	Due Date	Completed
Meet with vendors on site, follow up on all orders and process final payments.			
Prepare event signage			
Send electronic invitations			
Consider site preparation (special cleaning, equipment and trash removal) (Contact Facilities Operations for assistance)			

### Two weeks before your event:

	Person Responsible	Due Date	Completed
Submit Announcement Submission Form to Public Events			
Review staffing assignments for day of event			
Meet on site with operational staff such as transportation officials and ushers to discuss responsibilities			
Meet with caterer on site to discuss setup and final menu			
Send out attendance update to planning team/key players			

### One week before your event:

	Person Responsible	Due Date	Completed
Send caterer final count			
Print programs, name badges, seating charts, place cards, etc.			
Confirm arrangements with vendors			

### 24 hours before your event:

	Person Responsible	Due Date	Completed
Contact caterer to verify all arrangements			
Confirm security requirements			
Ensure tent, chairs, tables, stage, podium are in place			
Arrange printed material, nametags, etc. on registration table			
Check sound and lighting equipment with vendor(s)			
Ensure space and hook-ups are available for media			
Ensure decorations are in place			
Place water at podium			

### One-five days after your event:

	Person Responsible	Due Date	Completed
Write thank you notes to speakers, volunteers, staff and others as appropriate.			
Complete written evaluation of the event with suggestions for future events.			
Send photos and story to Claudette for insertion into President's Monthly Report			



# How to create a great poster design for your event!

What makes a great poster design?

- Who, what, when, where and why
- Find a focus and make an impact
- Balance the type and images (have enough white space)
- Draw the readers eye to the bottom and read details.
- Let the design sit for a day before publishing- have someone else review
- Be consistent with other graphic elements

## Vietnam Moving Wall Memorial

Please join us as we  
honor and respect  
those that made the  
ultimate sacrifice at  
*The Moving Wall*

*Vietnam Veterans Memorial*

**Thursday, September 12-  
Monday, September 16, 2019**

**Yuba College**

- 2088 North Beale Road, Marysville -

**Open to the Public**

For more information call:  
(530) 741-6829

**Yuba  
College**

Your Community. Your College.  
yc.yccd.edu



# Advertising: Internally

- ▶ Where can you advertise internally on campus?
  - ▶ All Email →
  - ▶ Homepage News Stories
  - ▶ Closed Caption TVs (library, cafeteria and by admissions)
  - ▶ Electronic Marquees (Yuba College-west parking lot, Yuba Sutter Arts and Sutter County Campus)
  - ▶ Bulletin Boards
  - ▶ Yuba College App
  - ▶ Web Calendar (*training today*)

## Initial Distribution Lists:

This action project has several phases. During the first phase, we targeted seven “dynamic distribution groups”:

1. All Yuba College, [yc\\_all@yccd.edu](mailto:yc_all@yccd.edu), to include Sutter County Center and Beale AFB educational site;
2. All Yuba College Faculty, [yc\\_faculty@yccd.edu](mailto:yc_faculty@yccd.edu), to include all full-time and part-time faculty;
3. All Woodland Community College, [wcc\\_all@yccd.edu](mailto:wcc_all@yccd.edu), to include Colusa Educational Outreach Facility;
4. All Woodland Community College Faculty, [wcc\\_faculty@yccd.edu](mailto:wcc_faculty@yccd.edu), to include all full-time and part-time faculty;
5. All Clear Lake Campus, [clc\\_all@yccd.edu](mailto:clc_all@yccd.edu);
6. All Clear Lake Campus Faculty, [clc\\_faculty@yccd.edu](mailto:clc_faculty@yccd.edu), to include all full-time and part-time faculty; and
7. District Services Personnel, [district\\_all@yccd.edu](mailto:district_all@yccd.edu)



# Advertising: Externally

- ▶ Free advertising options off campus?
  - ▶ Websites: Chamber of Commerce, Appeal Democrat and Arts Related Events on Yuba Sutter Arts
  - ▶ Press Release (who, what, when, where and why)
- ▶ Paid advertising options off campus?
  - ▶ Display Ads
    - ▶ Appeal Democrat
    - ▶ Me and Mine Magazine



Contact:  
Teresa Aronson  
Yuba College  
2088 North Beale Road  
Marysville, CA 95901  
(530) 741-6829 • taronson@yccd.edu

## **News Release** ***For Immediate Release*** **July 22, 2019**

### The Moving Vietnam Wall Memorial Travels to Yuba College September 12-16, 2019

MARYSVILLE, CA. Yuba College is honored to be the recipient of The Moving Vietnam Wall Memorial on September 12-16, 2019 at 2088 North Beale Road, Marysville.

The Moving Vietnam Wall Memorial is the half-size replica of the Washington, DC Vietnam Veterans Memorial and has been touring the country for thirty plus years. When John Devitt attended the 1982 dedication in Washington, he felt the positive power of "The Wall." He vowed to share that experience with those who did not have the opportunity to go to Washington.

John, Norris Shears, Gerry Haver, and other Vietnam veteran volunteers built The Moving Vietnam Wall Memorial. It went on display for the first time in Tyler, Texas in October of 1984. Two structures of The Moving Wall now travel the USA from April through November, spending about a week at each site.

President, Dr. G.H. Javaheripour said, "we are humbled and honored to host The Moving Vietnam Wall Memorial at Yuba College to provide the opportunity for our younger generations to learn about the Vietnam War and to honor the sacrifices our heroes at war have made to ensure our freedom."

Yuba College is planning events throughout the Wall's stay, including Vietnam historical mementos displayed in the Theatre lobby, a free patriotic performance by The Band of the Golden West, Travis Brass, on Sunday, September 15 at 2 p.m., in the Theatre and an opening ceremony on Friday, September 13 at 10 a.m. by The Moving Vietnam Wall Memorial near Bldg 200.

Yuba College is asking for volunteers to help visitors when searching for names of their loved ones and with security in watching over the exhibit while at the College.

The community is encouraged to attend this powerful, moving exhibit throughout the five day visit; groups of over 10 should coordinate their visit to avoid overcrowding at The Moving Vietnam Wall Memorial.

Visit [yc.yccd.edu](http://yc.yccd.edu) or call (530) 741-6829 to coordinate your group visit, volunteer or if you need more information.


\*\*\*

#### **About Yuba College:**

Yuba College, located at 2088 North Beale Rd., Marysville, CA, has been providing quality education to the residents of the Yuba-Sutter area for over 90 years. The 160 acre campus opened its doors in 1962 and offer instruction in over 90 departments that prepare students for a certificate, associate's degree, or transfer to a four-year college. Yuba College has two satellite campuses, Sutter County Center and Beale Air Force Base, and is part of a two college District which covers 4,192 square miles and all or part of eight Northern California counties. For more information about Yuba College, please visit the website at [yc.yccd.edu](http://yc.yccd.edu).

# Announcement Submission Form

- ▶ When do you submit form:
  - ▶ News Item on [yc.yccd.edu](http://yc.yccd.edu)
  - ▶ Campus TVs (only if you have a poster)
  - ▶ Yuba College Facebook announcement
  - ▶ Yuba College Twitter announcement
  - ▶ Yuba College App (until your Department has a host account)
  - ▶ Marquee
  - ▶ Press Release (provide in the above format)
- ▶ Allow at least 10 days for processing in Public Events



# Yuba College

## Announcement - Submission Form

**Yuba College**

**Announcement - Submission Form**

---

**Submission Policy**

- Please allow 10 days for your post to appear after it has been received by Marketing and Promotions.
- Late requests may be considered but are not guaranteed. However, no program, event, or activity message request will be accepted within 2 working days.
- Business days are limited to Monday – Friday, 8 a.m. – 5 p.m.
- Yuba College is closed on all major holidays. Posts will not be made during Yuba College holidays, weekends or normal Yuba College closure dates. For a list of Yuba College closure dates please visit [yc.yccd.edu](http://yc.yccd.edu).

---

**Content Guidelines**

- Text will be added exactly as listed in the message content box. Marketing will not edit text.
- Message content must be free of political messages, illegal activities, vulgar, profane, or offensive language, alcohol, or tobacco use.

*Please fill in with your information*

**Date of Submission:** \_\_\_\_\_

**Department:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Title of Event:** \_\_\_\_\_

***2-Week Posting Maximum for digital sign***

**Start Date:** \_\_\_\_\_ **End Date:** \_\_\_\_\_

**Posting Locations:**

☐ News Item ([yc.yccd.edu](http://yc.yccd.edu))

☐ Campus TV's (A 1920x1080 horizontal graphic must be attached)

☐ Facebook

☐ Twitter (140 character limit)

☐ Yuba College App (512 Character limit)

☐ Press Release (time and information permitting)

Who:

What:

When:

Where:

Why:

☐ Digital Sign (4 Lines 12 characters each)

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

Requests may be sent to: [taronson@yccd.edu](mailto:taronson@yccd.edu).  
 Separate *Announcement Submission Forms* must be submitted for each digital sign request.

**Yuba College Marketing and Promotions Use Only:**

**Date Received:** \_\_\_\_\_

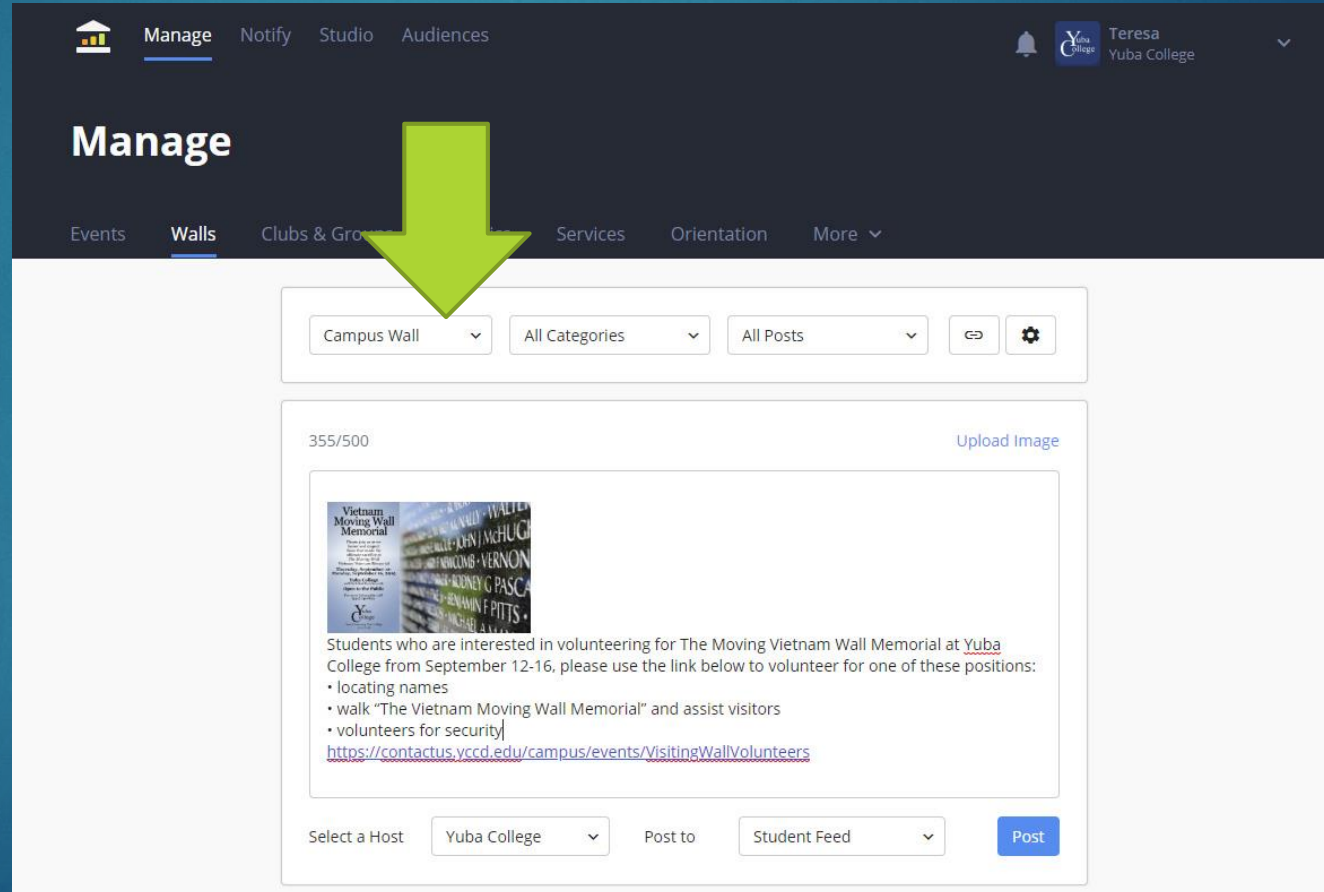
**Approved:** \_\_\_\_\_ **Needs revisions:** \_\_\_\_\_

**Posted By:** \_\_\_\_\_ **Post removal date:** \_\_\_\_\_

# Yuba College App

Add events to Campus Wall on the App

- Have 500 character maximum
- Use pictures with post
- If your Department is not listed as a host, we can add
- Occasionally view original post for comments.



The screenshot shows the 'Manage' interface of the Yuba College App. At the top, there's a navigation bar with 'Manage', 'Notify', 'Studio', and 'Audiences'. Below this, the 'Manage' section is active, showing tabs for 'Events', 'Walls', 'Clubs & Groups', 'Services', 'Orientation', and 'More'. A large green arrow points to the 'Campus Wall' dropdown menu. Below the dropdowns, there's a text input field with a character count of '355/500' and an 'Upload Image' button. The main content area displays a post titled 'Vietnam Moving Wall Memorial' with a photo of a wall covered in names. The post text reads: 'Students who are interested in volunteering for The Moving Vietnam Wall Memorial at Yuba College from September 12-16, please use the link below to volunteer for one of these positions: • locating names • walk "The Vietnam Moving Wall Memorial" and assist visitors • volunteers for security' followed by the URL 'https://contactus.yccd.edu/campus/events/VisitingWallVolunteers'. At the bottom, there's a 'Select a Host' dropdown set to 'Yuba College', a 'Post to' dropdown set to 'Student Feed', and a 'Post' button.

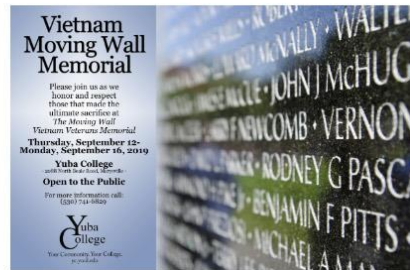


# Web Calendar Training



Grab your step-by-step handout to follow along.

## News



### The Moving Wall Vietnam Veterans Memorial Visits Yuba College on September 12-16

It is our distinct honor to announce Yuba College will be host to The Moving Wall Vietnam Veterans Memorial on September 12-16, 2019. Click [here](#) to volunteer, plan a group visit or donate.



Need help filling out the applications?

Attend one of these Drop-in Workshops:

MARYSVILLE CAMPUS (Room 1131 in library)

Tuesday	August 6th	11am to 1pm
Wednesday	August 7th	11am to 1pm
Wednesday	August 21st	2pm to 4pm
Friday	August 23rd	12pm to 2pm
Wednesday	August 28th	11am to 1pm
Friday	August 30th	12pm to 2pm

SUTTER COUNTY CENTER

Monday	August 5th	12pm to 2:30pm
Thursday	August 20th	12pm to 2:30pm



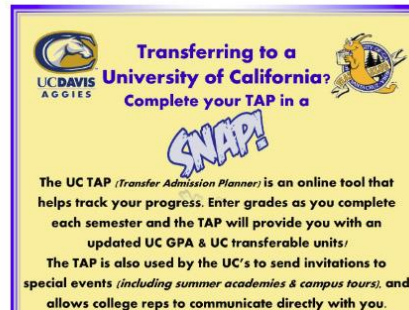
Applications Due August 31:

Come to a workshop on campus to get assistance



### Vote for Yuba College!

Vote for Yuba College as the Best College in the Appeal Democrat's "Best of Yuba-Sutter". Voting is only active until the end of July, so don't delay. Click [here](#), then click community!



## Events

12-Aug: Professional Development Days NO CLASSES

Time: All Day-  
(optional flex activities)

14-Aug: CONVOCAION-CAMPUS CLOSED

Time: All Day-  
CAMPUS CLOSED

16-Aug: Student-Athlete Orientation

Time: 11:00 AM-2:00 PM  
This is a required orientation for new and returning student-athletes.

19-Aug: INSTRUCTION BEGINS FOR FALL SEMESTER

Time: All Day-  
WELCOME BACK STUDENTS!

20-Aug: Auditions for the Fall play 7pm

Time: All Day-  
Grab a script, memorize lines and compete in auditions for the Yuba College Fall Play. Scripts will be available at the Yuba, Sutter, and Yuba

23-Aug: \*\*Last day to add courses or register without special permission\*\*

Time: All Day-  
\*\*Last day to add courses or register without special permission\*\*

[More Events](#)

# The Most Important Advice ...

## After Action Comments/Recommendations - Yuba College Commencement 2015 -

### Overall:

- More volunteers for next year and plan earlier (both in duties and task delegation). (Teresa)

*Next year:* 4 ASYC members handing out programs; Erick walking to field directions to grads, Joe giving assisting with line-up of platform party; Tom, Christina, Joe and Teresa assisted with grads on the field; 2 people at the grad check in table and an additional two people who float through the grad line ensure grads have 3x5 card and completed the survey. Have a volunteer to help the faculty.

### List of Graduates:

- Received list of grads too late from A and R (on May 1). Tried to alleviate the foot traffic in my office by adding all specifics of graduation on the website. Although there was still lots of traffic, the "grad tab" was a success. (Teresa)

### Letter to Students:

- Let student know it will be cold/windy during ceremony. (Teresa)

### Electronic RSVP / Electronic Surveys:

- Adding the phonetic spelling addition to the RSVP grad list worked well (list periodically sent to Dr. O.) Teresa

### Student Speaker:

- Worked very well involving Suzanne who worked with the students/speeches! (Teresa)

### Breakfast:

- No key note speaker—only use Student Speaker (Teresa)
- Adding two more lines to the food buffet, four lines total for food distribution (it took over 30 minutes) (Teresa)
- Do not place Trustee Pasquale at head table in the future (Teresa)
- Give out all awards at Breakfast (3.75 and higher to include, 4.0 and medal winner)
- Continue with breakfast or try a lunch/dinner? If we have breakfast, only have finals from 11 am - 3 pm that day. If it's a lunch or dinner, end finals at 1 pm. (GH)
  - A lunch/dinner option, let's open the locker rooms for students to get ready in. (Teresa)

### Rehearsal versus No Rehearsal?

- Bring back the practice. Not being able to see the name-cards and work out my own phonetics was a bit of an issue (Dr. Orton)
- I think we did just fine not having rehearsal. Whatever glitches we did have would not have been avoided with a rehearsal. Dr. Orton would like to have some kind of rehearsal to have a crack at names. I would suggest to him take advantage of the opportunity to walk through the line of graduates before the proceed out from behind the bleachers (Erick).
- If we continue with no rehearsal, we need to have a run through of key players including MC, student speaker, student trustee and medal winner (Teresa)
  - For the speakers, they must have a lesson on how to use a microphone (they were looking at the students and not speaking into the microphone). Turning up volume on the microphone would just add more feedback.
- Not having rehearsal made Media's job of setting up much more doable. Because of no practice, they were able to attend and monitor the microphone at breakfast. (Jeff/Richard)

### Set-up:

- Add another monitor to the stage area to help improve the delay in the speakers voices, plus faculty could not hear the speakers. This will also help with less feedback. (Jeff/Richard)
- Use chairs from Party Pizazz for one stop shopping (with tent and chair rental)

► You are responsible for your event so follow-up with Maintenance, caterer, facility and other vendors to ensure everyone is on the same page two days prior to your event.

► After the event, take a few minutes to write lessons learned. It will be helpful when you plan your next activity!