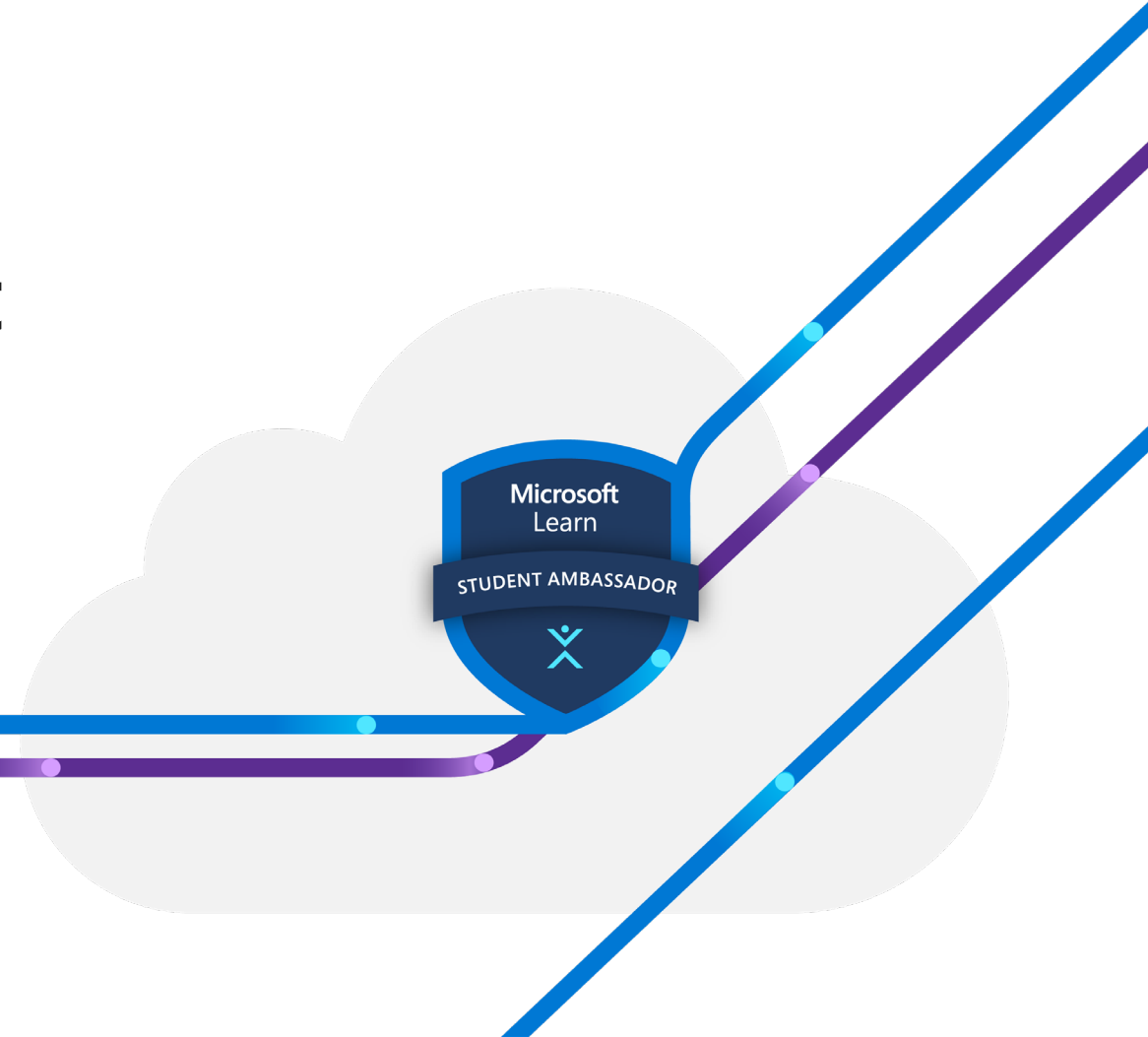


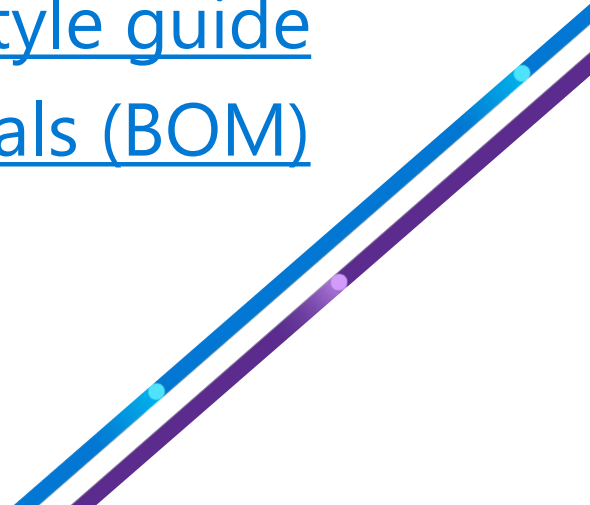
Tips for promoting your event



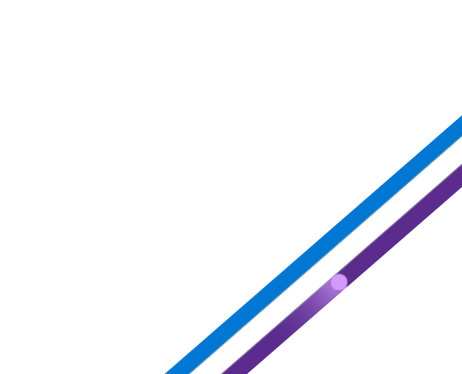
Goals and key resources

This is a high-level guide to help you best utilize Student Ambassador marketing materials and creative assets to promote virtual events in your community.

Much of this guidance also works well for blogs, videos, and more!

- Check out the Student Ambassador [quick reference style guide](#)
 - Use the Student Ambassador marketing [Bill of Materials \(BOM\)](#)
 - #MSFTStudentAmbassadors on social
- 

Event promotion checklist

- ☐ Event name/topic
 - ☐ Date
 - ☐ Time – include time zone – anyone can join a virtual event!
 - ☐ Call to action (CTA) such as: save the date, RSVP, join us, learn more
 - ☐ Add to Student Ambassador Community [event page](#)
 - ☐ Share with your community starting at least 5 days prior to event
 - Social media
 - Email
 - Class groups or student clubs (as applicable)
 - Ask other Student Ambassadors to help promote (as applicable)
 - Use #MSFTStudentAmbassadors in social posts so we can help promote
- 

Event description

- Decide on an event name
- Decide time, date, location (even virtual events need a location – Teams Live? Twitch? Other?)
- Clearly and briefly describe what attendees will learn and/or experience during your event
- Publish to the Student Ambassador [Community event search](#)

A Developer's Introduction to Data Science

Date: July 13, 2020

Time: **4:00 PM – 5:00 PM** (Pacific)

Location: Global

Format:  **Livestream**

Topic: Data Science and Machine Learning

Join the conversation as we discuss the importance of data science in every developer's journey. Whether you're interested in learning and engaging in data science directly or want to understand where data science plays a role in a given product, you'll get to listen to and participate in an important and interesting discussion.

WATCH THE LIVE STREAM HERE:

<https://www.twitch.tv/microsoftdeveloper>

Presenter:

Francesca Lazzeri, Senior Cloud Advocate, Microsoft

[Register](#)

Social Media

- Keep it short!
- Use [social creative assets](#) to help convey information
- Be sure to include title, date, time (and time zone), CTA and a link to more info or your [event page](#)



Microsoft Channel 9 @ch9 · 2h

🎉 Hooray! 🎉

A Developer's Introduction to Data Science series is now available!

Join [@frlazzeri](#) & [@sarahguthals](#) to learn how to build end-to-end [#MachineLearning](#) apps on [#Azure](#). 🧠💻

YouTube playlist here 📺 [youtube.com/playlist?list=...](#)

Ch9 videos here 📺 [channel9.msdn.com/Series/Dev-Int...](#)



Microsoft Imagine Cup @MSFTImagine · Jul 14

The virtual [#PowerfulDevs](#) Conference is tomorrow! Join us to hear from a group of expert speakers like [@ChloeCondon](#), [@DonaSarkar](#), [@Cassieview](#), and more! Learn how to leverage [@Microsoft](#)'s Power Platform to build applications faster.

Register now: [msft.it/6004Tms18](#).



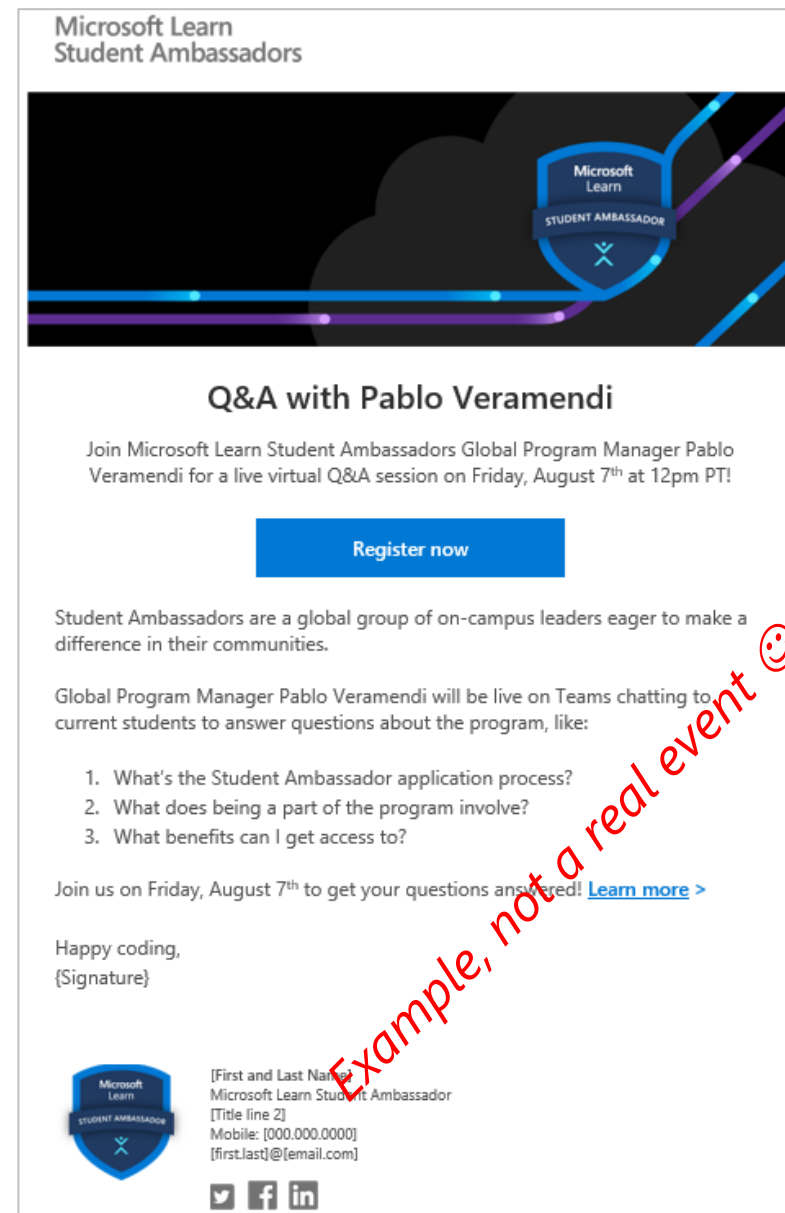
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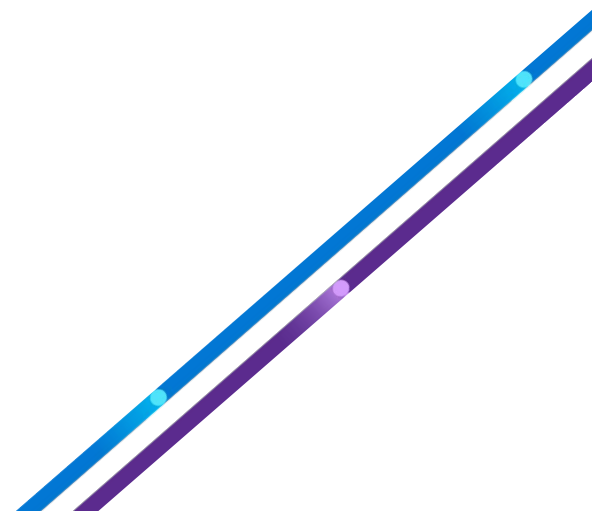
Email

- Keep it brief and organized (try this [email template](#)), use bullet points to highlight 3-5 key takeaways for attendees
- Be sure to include title, date, time, CTA and a link to more info or the event destination
- Only send to people who want to receive information from you



Community groups (school, other)

- If relevant, ask if the group is open to hearing about an event you're organizing
- Share a link to your event
- Share your events with other Student Ambassadors, and/or partner with them on events to help expand your reach, audience, and experience



Questions?

- Connect with other Student Ambassadors on Teams
- Check the [Microsoft Student Ambassador Style Guide](#)
- Post in Marketing channel on Student Ambassador Teams

