

BoilerMake Promotions and Advertisements Plan

Purdue Campus

1. Flyer Limitations
 - a. The following information must be included on all marketing and advertising materials put out by a student organization
 - i. Full name of the student organization (no acronyms or abbreviations)
 1. For BoilerMake flyers, we will put USB, ACM, ENTR Club, and Purdue Hackers collaboration
 - ii. Contact information
 - iii. Time, date, and location of the event
2. Channels
 - a. Upload flyer to BoilerLink to be displayed on the PurdueBoard, MyPurdue, computer screens, and digital signs on campus and in the dining courts and residence halls
 - i. KIRBY OR BRITTANY
 - b. Purdue Message Boards
 - c. Mortar Board Calendar
 - i. KIRBY OR BRITTANY
 - d. Sheet Signs in Lilly and Pharmacy
 - i. Must contact Alpha Phi Omega, Alpha Gamma Chapter at apopublicity@gmail.com.
 - ii. In the subject line of the email should include your organization's name. In your email, please include what week you want your sign posted, which location you prefer (Pharmacy or Lily), and whether you would be interested in keeping your sign up for 2 weeks in a row if space is available.
 - iii. If our request is accepted, we will receive a confirmation e-mail and you must submit your sheet sign to the Alpha Phi Omega office in STEW G14 by 5PM the Friday before the sheet sign is scheduled.
 - iv. Sheet signs must be made on Twin size sheets, standard cotton, using waterproof paint
 - v. Sign up 2-3 months prior to event
 - vi. Joe, Jack, Luke, or Grant
 - e. Student Organizations
 - i. Send them a message about our event, give them link to website, registration deadline, and flyer
 - ii. Include contact information for Kirby or I

1. PESC
 - a. <http://www.purdueesc.org/>
 - b. LUKE
2. IIE Purdue
 - a. http://web.ics.purdue.edu/~iofie/PurdueIIE/Home_Page.html
 - b. KURT
3. WISP
 - a. <http://www.science.purdue.edu/wisp/>
 - b. BRITTANY
4. WIEP
 - a. <https://engineering.purdue.edu/WIEP>
 - b. BRITTANY
5. PSUB
 - a. Propose to them co-sponsorship
 - b. Ask to display flyer at upcoming events
 - c. <http://www.union.purdue.edu/studentevents/Index.html>
 - d. GRANT
- f. Newsletters
 - i. Utilized to encourage students to register for event
 - ii. College of Science Newsletter
 1. ANDREW C
 - iii. College of Engineering Newsletter
 1. SPENCER
 - iv. Entrepreneurship Certificate Newsletter
 1. ANDREW L
 - v. College of Technology Newsletter
 1. ISABEL
 - vi. Department of Computer Science Opportunity Update
 1. KIRBY OR BRITTANY
 - vii. CNIT/CIT Newsletter/Opportunity Update
 1. KURT
- g. Chalking
 - i. Use chalk soaked in water for a darker look
 - ii. Artist to do grand chalking in front of Lawson
 - iii. KIRBY'S FRIEND (LUCAS)
- h. Purdue News Service
 - i. Excellent resource for everything Purdue; from academics, athletics, and even weather. Student organizations can utilize the news service to officially record and publicize their events happening on campus
 - ii. purduenews@purdue.edu
 - iii. 765-494-2096
 - iv. <http://www.purdue.edu/newsroom>
 - v. <http://www.marketing.purdue.edu>

- vi. Utilize this service to publicize the expo
- vii. ANDREW L
- i. Newspapers
 - i. Utilized to publicize expo and/or event
 - ii. The Exponent
 - iii. The Journal and Courier, TV Channel 18, or local radio stations
 - iv. Create a single press release
 - 1. Who, what, when, where, why, etc
 - 2. Say most important information first
 - v. Creation of Press Release – KIRBY
 - vi. Contact Stations – GRANT
- j. Direct Student E-mail
 - i. Have an e-mail sent for your group
 - ii. Each student org gets 2/semester
 - iii. Process takes 7 working days from submission to have e-mail sent
 - iv. https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=5&ved=0CEwQFjAE&url=https%3A%2F%2Fboilerlink.purdue.edu%2Forganization%2Fsaocampuslife%2FDocumentLibrary%2FView%2F203187&ei=q-mDUtGGBYff2AXs3YGQBg&usg=AFQjCNEoLL6D13vE9mbfsrcm2jyUDk8Cc7A&sig2=Fjx_Fz6SYzXTfHqlX5G6YQ&bvm=bv.56343320,d.b2l
 - v. KIRBY AND GRANT by Nov 20th or 21st
- k. Table Talks
 - i. Student organizations are allowed to set up tables to promote the organization and or its events at various locations on campus.
 - ii. Contact Space Management (SMS) for more information
 - iii. JACK
- l. Display Case in STEW
 - i. LUKE
- m. Tables in STEW/ Food Courts in PMU
 - i. Set up table to promote the organization and/or its event
 - ii. Can be reserved for blocks of time through the PMU Catering and Events page on BoilerLink
 - iii. BRITTANY
- n. Boiler TV
 - i. Contact Smally Center 765-494-1000
 - ii. Give flyer for event, flyer should encourage participant registration and attendance at the expo
 - iii. GRANT