

## Marketing Checklist for Union Approved Events

Date Completed	Description
_____	Enter your events on the Events Calendar. Go to <a href="http://www.uec.union.rpi.edu">www.uec.union.rpi.edu</a> and click log instructions & login. Scroll to the bottom of the page and click Login Now. Enter your RCS ID and password to upload your events to the system. Ask the Union Admin. Office for help.
_____	For major club events, contact the Media Relations Dept. at 276-6531 to request to have your event added to the Campus Bulletin Newsletter, contact Jessica Otitigbee at <a href="mailto:otitij@rpi.edu">otitij@rpi.edu</a> .
_____	List your events on the main page of the Union Homepage. This can be done by emailing your S.A.R.P. the specific details of your event to post.
_____	Poly Ad if you have credits or funds to do so, contact <a href="mailto:ads@poly.rpi.edu">ads@poly.rpi.edu</a> . Submissions must be in by the Friday prior to the Wednesday Poly.
_____	What's Happening in the Poly, it's free. Email <a href="mailto:whatshappening@poly.rpi.edu">whatshappening@poly.rpi.edu</a> . Submissions must be in by the Friday prior to the Wednesday Poly.
_____	RPI TV Slide Show at least one week prior – free. Email your slides to <a href="mailto:rpitv-slides@union.rpi.edu">rpitv-slides@union.rpi.edu</a> . Visit <a href="http://www.rpitv.org/services">http://www.rpitv.org/services</a> for specific submission and format guidelines.
_____	Upload your event to Concerto. Your event will be shown on the large LCD TV's located in many areas around campus. Login with your RCS ID and password at <a href="http://signage.rpi.edu/admin/">http://signage.rpi.edu/admin/</a> to add your event content.
_____	Send a Rensserv message at least one week prior to the event. This is a distribution list that many faculty and staff subscribe to. This would be a good way for your professors to pass the information on to their classes.
_____	Create and print flyers and/or table tents to be placed on bulletin board and on tables in the Union and around campus. Refer to the Senate's posting policy for details.
_____	Send print materials to the Commons Mail Room for distribution in the residence mailboxes and dorm bulletin boards.
_____	Post on the Student Activities Facebook Group account or on your personal profile or event group account.
_____	Visit <a href="http://myrpi.org/">http://myrpi.org/</a> for up to date events and campus information.

Contact your S.A.R.P. for other ideas on how to promote your club events by going to the Union Admin. Office, Rm. 3702 or by calling 276-6505.