

so you want to

advertise

An EngSoc Director Special !

After all the hard work planning your events...
Follow these tips to get the maximum publicity!

Here is your checklist:

remember these and you'll be bathing in participation

- ☐ POSTERS
- ☐ ENGSOC MEETINGS
- ☐ CLASS VISITS
- ☐ WORD OF MOUTH
- ☐ SOCIAL MEDIA
- ☐ CPH FOYER
- ☐ MAILING LIST
- ☐ EVENT CALENDAR
- ☐ LCD SCREENS

let's begin!

POSTERS

The *quintessential* information platform

Posters will go on LCD screens, poster boards, facebook events, and EngSoc meeting slides. They will come from a centralized advertising budget this term.



LCD SCREENS

Email your poster as JPEG or PNG with size 800 x 1080px to communications.a@engsoc.uwaterloo.ca
Include when and how long you want them to be up!

BUT
WAIT

CORK BOARDS

Get your poster approved by bringing it to an exec at the orifice or emailing socstaff@engsoc.uwaterloo.ca.

Once it's been stamped with approval you can put them up on any cork board with the EngSoc logo

WHAT IF I SUCK AT
MAKING POSTERS?



there's a guy for that.

MARKETING DIRECTOR Julian Wang
will be making event posters for you
lovely engineers all term long.

EMAIL:

marketing.a@engsoc.uwaterloo.ca

a few weeks in advance with details for your event.

METHODS

To convey *your* message to *their* consciousness

ENGSOE MEETING ANNOUNCEMENTS

EngSoc meetings happen every other
wednesday at 5:30 in CPH 3607.
Announcements happen at the end of meetings.

Email speaker.a@engsoc.uwaterloo.ca with a
power point slide to advertise your event.



SOCIAL MEDIA

Every event hosted by
EngSoc should be
created by the EngSoc
Facebook page.



The communications team will update Twitter and
Facebook with reminders during the days leading up to
your event!

Email communications.a@engsoc.uwaterloo.ca
with event details to have it created. You will be made
a host!

CLASS VISITS

Target a specific demographic!
Get schedules from class reps and pop in
during one of their 10 min breaks.
Just make sure not to interrupt anyone!

WORD OF MOUTH

Preach it baby!



CPH FOYER BOOTH

If you're selling tickets for an event a good location is a booth in the foyer! People will be
walking around with lunch money and it's much more convenient than having it in the
orifice. This also works for any event with team sign ups.

DO SOMETHING CRAZY!

Running a musical for EngPlay? Host a flash mob in POETS! Holding a trivia competition?
Have a practice round in the foyer at lunch time. Halloween OT? Run around in a ghost
costume wearing a sandwich board! Crazy ideas will help make your event stand out
and get people **pumped!**

**Congratulations, you now know
everything you need to to
successfully advertise your event.**

now go on and..
direct!

for any questions please contact president.a@engsoc.uwaterloo.ca