

How to Advertise Your Event

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Advertising your events can be ineffective if you do not have the correct contacts or direction. As Publicity Coordinator for your college, I would like to help you properly and successfully advertise your events, at a cost efficient and easy way. Here are a few steps for you to follow:

- 1- PREPERATION— Begin preparing to advertise about a month in advance prior to your event. Make sure to give your event a name, location, time and cost (if any). Try holding a small photo-shoot of the main performers or simply find an image that can represent your concert for websites, flyers, etc.
- 2- CREATE A LISTING—In the below format, fill out a calendar listing to send out to local media contacts which are provided for you in the back of this sheet.

[NAME OF EVENT IN ALL CAPS AND BOLDED LETTERS]

WHAT: [A brief description of event. Include music genre and program if available]
WHO: [Name of group, ensemble, or performers]
WHERE: [Name of venue, street address, city, state, zip]
WHEN: [Day, date and time]
TICKETS: [Ticket price if any. If not ticketed write: Free and open to the public]
CONTACT: [Contact email, phone number, and/or website to gather more information on event]

Example:

JOHN BACH’S SENIOR PERCUSSION RECITAL

WHAT: Classical Music Performance
WHO: John Bach, percussion
WHERE: Herbert and Nicole Wertheim Performing Arts Center, Recital Hall | 10910 SW 17 St. | Miami, FL 33199
WHEN: April 13, 2009 | 8 p.m.
TICKETS: Free and Open to the Public
CONTACT: 305-348-0496 | <http://carta.fiu.edu>

- 3- SEND—Send the calendar listing at least TWO WEEKS prior to the event with the subject line giving brief information on the event including name, date and location. Revise it 5 times before sending, and make sure not to send it more than one time. Journalists hate being bombarded with repeated emails!

EXAMPLE: “JOHN BACH’S SENIOR RECITAL on April 13 in WPAC”

4- FLYERS—FIU Music usually prints out flyers to put up around campus or hand out to students. Try to include on the flyer only *brief* information on the event, similar to the Calendar Listing. People do not like to read paragraphs on flyers. Make sure to make it visually appealing and with correct information. For printing I suggest either the University's print shop, or the following Printers:

- SobeGraphics – www.sobegraphics.com or call 305-884-4008
- 12 Ave Graphics – www.12avenuegraphics.com or call 305-635-4441
- FIU Toshiba Print Shop – located in GC right next to the Bookstore

Make sure to check with the GC front desk for appropriate places to post up flyers. If you post them up in illegal spots, they will be taken them down immediately. Usually, if you approach the GC information desk with a stack of flyers, they will put them up around GC themselves. Try to place your flyers the week of or the week before the event, not too early because people will forget or the flyers will be thrown away too early.

5- MEDIA CONTACTS

- FIU Beacon Student News Paper
Monica Puerto— monicapuerto@aol.com
- Miami Herald Calendar
newscalendar@miamiherald.com
- Miami Herald Classical Music Critic
Lawrence A. Johnson— theclassicalreview@gmail.com
(PLEASE DO NOT SEND MR. JOHNSON A LISTING IF THE CONCERT IS NOT CLASSICAL MUSIC)
- Miami New Times
Raina McLeod— raina.mcleod@miaminewtimes.com
- Sunpost— calendar@miamisunpost.com
- CityLink— listings@citylinkmagazine.com

ADDITIONAL CONTACTS:

- Residential Life, Ron Thompson— ron.thompson@fiu.edu | 305-348-3661
Call Ron if you would like to reach out to students who live on campus.
- College of Architecture + The Arts, Dean's Office, Kristine Burns—burnsk@fiu.edu | 305-348-2219

If you have any questions please feel free to contact me at any time.

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