



# UF/IFAS Extension EVENT MARKETING *Checklist*

Program/Event Name: \_\_\_\_\_

Date/time: \_\_\_\_\_ Location: \_\_\_\_\_ Attendee goal: \_\_\_\_\_

Sponsors/partners: \_\_\_\_\_

Registration Opens: \_\_\_\_\_ Deadline: \_\_\_\_\_

## Step 1: Set up event basics

- **What audience is this event targeting?** Make sure the event is on a day/time when that audience would typically be available. (Ex: A youth event should not be during school hours)
- **Set a date and time.** Check the office and other local calendars for conflicts. Avoid common school and federal holiday conflicts.
- **Confirm location.** If virtual, create a link, shortened URL, and a QR code for materials.
- **Does your event have limited capacity?** If so, note this on all communications and include a registration deadline.
- **If there are any fees associated with the event,** work out how they will be collected in advance.
- **Start marketing at least 30 days out** or as soon as possible. If far in advance, start with a save-the-date message.
- **Include a contact** name, number, email for potential attendee questions.

## Step 2: Gather tools & assets

- Flyer/Invites (IFAS Communications can create this for you for free. You can also use a template <https://branding.ifas.ufl.edu/templates-and-downloads>. They are easy to use and already branded for Extension events.)
- Event registration site or method, if needed.
- Photos, maps, graphics, flyers, handouts, etc. from previous events.
- If applicable, including an agenda within the event promotions can also increase interest for the event.

## Step 3: Market to your community

- Create a blog event story page <https://blogs.ifas.ufl.edu/ifascomm/2023/02/22/new-feature-event-stories> (you can always link to this or the event registration page).
- Post the event to the Extension Google calendar <https://extadmin.ifas.ufl.edu/calendar>.
- If you/your county use Facebook, create a Facebook Event to promote.
- Include the event in ALL county Extension platforms, social media and newsletters (counties should cross-promote events on all their platforms), and tag departments and IFAS accounts so they can assist with promotion.
- Submit online to ALL free community calendars (if you charge for an event, you may have to pay a fee).
- Post about the event on social media a minimum of three times before the event.
- If your audience is going to be somewhere (church, feedstore, community center, library, etc.) post or leave flyers there.
- Provide digital and printed flyers to event partners and sponsors and ask them to share on their social media.
- Reach out to local media including newspapers, free shoppers, radio. Keep in mind some of these opportunities may have a cost attached to them, especially if your event has a registration fee. Consider using Extension marketing funds to promote your event. This could be social media advertising, a print ad in a local paper, etc. Contact your CED for questions on these funds and opportunities available.