



The Communications Department would like to assist you in successful advertising of your events or Press Releases. To do so, we will need the following information and review timeline for max use:

**Information**

**Who:** What department

**Where:** Where will the event be held

**When:** When is the event being held

**Why:** What is the event being held for or what is your press release about

**How:** How do others get involved or attend? (ticket purchase)

**Sponsors/Vendors:** Sponsor logos and/or vendors names

**Tickets:** How many, cost of event, any other important details to include on ticket

***If event or Press Release information is received within the following timelines you will receive the corresponding coverage.***

**7-8 weeks prior to event**

- Event meeting with Communications team to help plan event
- Event poster/Press Release created
- Event posters printed for posting around town and JPEG image emailed
- Event tickets designed and printed if needed
- 6 weeks of GBC Website promotions
- 6 weeks local media push if needed
- 6 weeks social media push and ads purchased if needed
- 6 weeks of Campus digital signage
- PDF sent to Chamber of Commerce for Weekly Happenings email for 6 weeks

**5-6 weeks prior to event**

- Event poster/Press Release created
- Event posters printed for posting around town and JPEG image emailed
- Event tickets designed and printed if needed

- 4 weeks of GBC Website promotions
- 4 weeks local media push if needed
- 4 weeks social media push and ads purchased if needed
- 4 weeks of Campus digital signage
- PDF sent to Chamber of Commerce for Weekly Happenings email for 5 weeks

#### **4-5 weeks prior to event**

- Event poster/Press Release created
- Event posters printed for posting around town and JPEG image emailed
- 3 weeks of GBC Website promotions
- 3 weeks local media push if needed
- 3 weeks social media push and ads purchased if needed
- 3 weeks of Campus digital signage
- PDF sent to Chamber of Commerce for Weekly Happenings email for 4 weeks

#### **2-3 weeks prior to event**

- Event poster/Press Release created
- Event posters printed for posting around town and JPEG image emailed
- 2 weeks of GBC Website promotions
- 2 weeks local media push if needed
- 2 weeks social media push and ads purchased if needed
- 2 weeks of Campus digital signage
- PDF sent to Chamber of Commerce for Weekly Happenings email for 2 weeks

#### **1 week prior to event**

- 3-4 day local media push if time allows or needed
- 3-4 day social media push if time allows or needed
- 3-4 days of Campus digital signage
- 3-4 days of GBC Website promotions

**Please send your information and any photos you would like us to include to:**

**Jennifer.Sprout@gbcnv.edu**