How to: **Publicize Your Event**

Get the name right
Where is your event taking place?

~~SPA~~   ~~PAB~~   <u>Pub Aff</u>

Flyer Information
You may design your own flyer or use the templates provided.

Event flyers CANNOT use UCLA LUSKIN or UCLA LUSKIN SCHOOL OF PUBLIC AFFAIRS logos or state that the Luskin School is presenting the event.

Event flyers must include your organization name (and/or logo).

Contact information (name and phone number and/or email) must be provided.

The Event Manager must approve flyers before posting. Any flyers not approved will be immediately removed.

Posting flyers
Flyers may be posted (electronically and hard copies) on the:
- Department listservs upon approval by your home department SAO.
- Event bulletin boards near the elevators
- Bulletin boards leading to the Commons
- Magnetic bulletin board in the Commons
- Screens on the 3rd Floor, 2nd Floor (and Computing Lab when available)

Flyers CANNOT be posted on walls, windows, elevators, doors, or stairwells. ****Flyers that are found posted in any of these areas will result in loss of room reservation privileges for the remainder of that quarter. If offense occurs in the Spring, room privileges will be lost for Fall Quarter the following academic year.****

Flyers will be added to the screen rotation once submitted for approval. Please allow **one week** from date of submission for approval.

The organization is responsible for both posting and removing flyers after an event has passed.

For more information contact the Event Manager at roomrequest@luskin.ucla.edu

FAQs

Can you forward this invitation/flyer to faculty/students/staff?   Can you send this invitation to <add list of constituents here>?
Once your flyer/invitation is approved, it will be added to the screen rotation (if requested), but it will not automatically be sent to faculty/students/staff. Please submit your approved flyer to your SAO to distribute to your department. You may also fill out the "Additional Resource Request Form" for further support.

Can the School provide lists of donors and alumni to invite?   Can you provide a contact list of alumni (aka guests) for us to use?
No, but you can provide the Assistant Director of Alumni Relations (mlemorande@luskin.ucla.edu) with information about your event and it may be included in the alumni newsletters that are distributed.

Can you help with a press release/coverage?
We are unable to support all requests, but you may fill out an "Additional Resource Request Form" and we will do our best to support your organization's needs.

Can you take photos/video of our event?
Coverage of your event is at the discretion of Luskin Communications, but they do need to know of your event. Be sure to have your flyer approved as it will be forwarded to Communications. You are responsible for any additional photos or video. There may be video and photo resources available for rental.

Can we livestream the event?
We are currently not equipped to livestream your events. There are outside vendors that can provide this service if desired, but it can be costly. Please contact the Events Manager if you are interested in this.

Can you help us with an invitation? Can you help us with a flyer?
Templates have been provided to all organizations for flyers/invitations.

Additional support?
To request additional support from Luskin Communications, please fill out the Additional Resource Request form.