

Promotions Process for SC Special Events

(Communications Coordinator)

CALENDAR

- Dates are blocked and entered on the calendar as "Social Event".
- The event name and times are not changed until -
 - Proposal received by SC and details confirmed by Events Coordinator.
 - Events Coordinator has presented the proposal to the SC Exec for approval. (As per process, proposals need to be completed and submitted 60 to 90 days in advance).
- Once SC Exec has approved (vote) the event, the calendar is changed to show event name, times, etc
- The time and location of ticket sales is added to the calendar

PROMOTIONAL MATERIAL - POSTERS

In order to properly prepare posters for SC events, complete information is required. A list of required information is included in the event proposal, and is to be completed and sent to the comms.bah.sc@gmail.com upon approval of the event.

The communications team will prepare the poster and organizers will be asked to review the draft poster to ensure accuracy. Ideas from organizers are welcome but not required.

Organizers may submit their own poster to the communications team for review and approval. The communications team reserves the right to request changes prior to publishing the poster.

Posters must be completed and approved 5 weeks preceding the event.

Details required to complete the poster are:

1. Event Name
2. A description of the event
3. Theme
4. Date and time of event
5. Ticket price
6. What participants need to bring (BYOB, snacks, chairs if outdoors, etc)
7. 50/50 tickets?
8. Date, time, and location of ticket sales
9. Method of ticket sales (by lot, lottery, etc)
10. Contact name and email

In some cases, details residents need to know will exceed the capacity of a clear, effective poster, however, the additional details will be included in text accompanying the poster.

All posters will:

- Use clear language
- Be aesthetically/visually pleasing and be uncluttered
- Use high contrast colour schemes
- Use clear fonts for ease of reading
- Follow graphic design principles related to accessibility standards
- Be complete and accepted no later than 5 weeks preceding the event

PROMOTION SCHEDULE

All SC events will follow the same schedule to ensure every SC event gets equal air time and equal space.

The schedule is:

- The event is posted to both Facebook pages 4 weeks prior to the event, and pinned under “Featured” to the top of both pages. It will remain pinned until the day after the event. No additional posts about the event will be pinned.
- The poster is uploaded to the website 4 weeks prior to the event.
- The event is included in the SC update for the month of the event.
- The poster is published in the newsletter for the month of the event.
- Monthly special events are mass emailed with all relevant details at the end of the first week of the month.
- Reminders are posted the day before ticket sales. These are reminders only, giving the location and times of ticket sales and use the same poster graphics
- If not all tickets are sold (organizers are responsible to notify comms.bah.sc@gmail.com), additional posts, reasonably spaced out, will be done on both Facebook pages to give information on how tickets can be obtained, using the same poster graphics
- For events for which no tickets are required, reminders are posted 2 weeks and 1 week prior to the event, using the same poster graphics.

Organizers are not to post about their event. Those posts will be removed. This is to ensure accurate and complete information is provided. It is also to ensure equal air time for all SC events.

Residents are not to download and/or repost SC event posts. Those posts will be removed. This is necessary to ensure accurate and complete information is provided and to ensure equal air time for all SC events.