Create a Timeline

First, you need to plan out a timeline to properly market your event. It should start AT LEAST 6 weeks before the event date.

Why 6 weeks?

Projects need at least 4 weeks to be created.
- 1 week for quoting
- 3 weeks for designing

Also, you need at least 2 weeks to promote your event.

*Tip: The earlier you start, the less stressful it will be! Just in case problems occur, there will be enough time to resolve it before the event.

Submit a Creative Request

Creative Request forms are available online @ asi.cpp.edu/services/marketing-design-pr and in person at the MDPR office located on the 2nd floor of the Bronco Student Center, in room 2002.
3. **Choose Suitable Advertising Mediums**

<table>
<thead>
<tr>
<th>Posters</th>
<th>Flyers</th>
<th>Handbills</th>
<th>Brochures</th>
<th>Postcards</th>
<th>Business Cards</th>
<th>Banners</th>
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<td>Stakes</td>
<td>T-Shirts</td>
<td>Digital Bulletin Boards</td>
<td>Buttons</td>
<td>Stickers</td>
<td>JPEGs</td>
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<td>Special Requests</td>
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- **JPEGs**
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- **Special Requests**

**Don’t Forget to Include the Quantity!**

4. **Where to Promote Your Event**

**Popular Options:**

- **Facebook**
- **Twitter**
- **The Poly Post**
- **Poly Post Ad**
- **E-Marquee**
- **Instagram**
- **Word of Mouth**

**Other Options:**

- **Post on Broncobytes**
  A bi-weekly e-newsletter used to update students. Check out their current issue at https://www.cpp.edu/~studentsuccess/broncobytes/broncobytes.shtml

- **Post on Poly Updates**
  It’s a weekly e-newsletter for faculty & staff. Email polyupdates@cpp.edu for more information.

- **Set up a Table Outside**
  Inform people with posters and flyers on campus in areas like the University Quad or University Park. Be sure to reserve your space through the Office of Student Life (OSL).

- **Promote at Club Meetings**
  Tell club members about your event.