

PUBLICIZING YOUR EVENT

Working with the Office of Marketing and Communications, student organizations will publicize their own events. Once the Office of Special Events approves and calendars your event you can begin the publicity process with Christine Patrizzo, Marketing and Communications Specialist, who can be reached at patrizzc@stjohns.edu.

Student event publicity generally consists of the following:

- A poster to be posted on the ground floor outside the PDR and in front of your event venue the day of the event.
- A monitor posting that will be active on the monitors located outside the elevators.
- Notification in the “The Week Ahead” emails and elevator signs. Guidelines for “The Week Ahead” are listed below:
 - In order to be included in “The Week Ahead,” the Office of Special Events must receive notice of your event by 3 P.M. on Thursday the week before your event will take place.
 - The signs in the elevator are generated from the information included in “The Week Ahead.”

The Office of Marketing and Communications will contact you to begin the publicity process. If you would like to begin publicizing your event before they have contacted you, please reach out to them proactively. You can do so by contacting Christine Patrizzo, Marketing and Communications Specialist, to discuss your publicity needs. If you hope for a more extensive publicity plan, please be sure to let Christine know as early as possible so that you can discuss your needs.