EVENT MARKETING GUIDELINES

BENTLEY UNIVERSITY

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INTRODUCTION

This guide is designed to help Bentley University strategically promote events of all kinds —
from student-focused programs to external-facing gatherings. Use this resource to align your
outreach efforts with your target audience and maximize visibility across campus and beyond.

THIS GUIDE IS FOR:
- Staff
- Faculty
- Student Event Organizers
- Student Organization Advisers

QUICK-START CHECKLIST

☐ Define your event goal
☐ Identify your target audience
☐ Check academic calendar, events calendar and any observed holidays
☐ Reserve your space
☐ Confirm logistics
☐ Begin promotion

Tip: *Most successful events start planning 8+ weeks in advance.*

DEFINE YOUR EVENT

Before promoting your event, be clear on:

Event Goal:

What are you trying to achieve?

- Attendance
- Awareness
- Engagement

Outcome:

What does success look like for this event?

Target Audience:

Who do you want to attend this event?

- Students (undergraduate, graduate, student organizations)
- Internal campus (faculty, staff)
- External partners (alumni, prospective students, employers)
- Community members (local public, families, etc.)

EVENT LOGISTICS

Before diving into promotion, be sure your event logistics are in place:

Check the Date:
- Review the academic calendar, observed holidays and other major campus events.
- Confirm availability with key attendees or speakers.

Reserve Your Space:
- Use the Event Management System (EMS) to reserve spaces across campus.
- Pay attention to notes and requirements when booking (setup times, tech requests, etc.).

Request Presidential Attendance (if applicable):
- **12+ weeks before the event:** Submit the Presidential Event Request form to Chief of Staff, the Executive Assistant to the President and the Associate Director of Internal Communications with your VP's signature.
- **4 weeks before the event:** Send updated information including the final program, attendance and any suggested speaking points.
- **1 week before:** Share any final updates or helpful details for the President's Office.

Catering:
- Submit your order early via Sodexo Catering.
- Provide detailed event timing, location, setup notes and menu.
- Final guest count and dietary needs are due three business days prior to the event.
- Serving alcohol? Be sure to review the liquor license guidelines. The Dana Center, Student Center and Third Floor LaCava are pre-approved zones.

Sponsored Events:

- If your event is co-hosted with an external organization, review the university's Sponsored Event Protocols and submit required documentation in advance.

Photography:

- For student-facing events, contact the HYPE Marketing team regarding availability.
- For key university events, staff photography may be requested. All photography support is subject to availability and event prioritization.

Plan Logistics:

- Create an Event Details Document to share key logistics with your internal team and stakeholders.
- Reach out to University Police for assistance with high profile speakers, parking and security.
- Reach out to Facilities for room cleaning needs and furniture.
- Reach out to Conference Services for A/V room setup.
- Reach out to University Events for event supplies, signage and decor.

Brief Your Speakers:

- Send a speaker briefing document to your speakers four weeks before the event, including arrival time, presentation length, A/V equipment provided and audience background.
- If you plan to record the event, collect signed speaker consent forms.

Send Floor Plans and Setup Info:

- Two weeks before the event, share layout and logistics with Catering, Facilities and Conference Services to ensure everyone is aligned.

Final Confirmation:

- One to two days prior, send a confirmation email to all key participants, including final timing, location and contacts for same day support.

MARKETING BY AUDIENCE

STUDENT-FOCUSED EVENTS

Best for: Workshops, student organization events, campus speakers, career services, wellness programs

Recommend Channels:

- Submit your event to the [Bentley Events Calendar](#) and [Campus Groups](#).
- Send an email or save-the-date communication to interested audiences.
- [Submit an announcement](#) to have your event featured in the weekly events email to all students.
- Submit your event to the [Social Media team](#) to be included in the weekly Falcon Fliers story.
- Partner with Resident Assistants or student leaders to promote in residence halls.
- Use campus bulletin boards (approved flyer posting only).
- If alumni are involved or invited, contact [University Advancement](#) to align messaging and engagement strategies.
- Contact the [HYPE Marketing team](#) (student-led) for more distribution, photography of your event (for future marketing purposes) and more recommendations for your event.

- Print and post flyers for high-traffic locations.

- Collaborate with faculty/staff committees to help spread the word.

- Post the event on your own social media accounts as well as other Bentley-affiliated accounts/ groups on LinkedIn, Instagram, Facebook, etc.

Design and Print:

- Design flyers for print, digital screens and social media stories (utilize Canva for these designs). If you don't have a Canva account as a staff/faculty member at Bentley, reach out to IT. All enrolled students automatically have a Canva Pro account.

- Print poster(s) through the Business Center and reach out to the Student Center to see if they are able to display your poster.

Social Submission for Falcons Flier:

- 80 x 1920 PNG or JPEG graphic
- Include:
    - ✔ Name of event
    - ✔ Date of event
    - ✔ Location of event (physical or virtual)
    - ✔ If the event is virtual or requires registration, provide the link when submitting the graphic
    - ✔ The campus organization, club or department hosting the event

- Cannot Include:
    - ✘ QR codes
    - ✘ Venmo or GoFundMe links

COMMUNITY EVENTS

Best for: Faculty lectures, campus-wide initiatives, open houses, internal celebrations

Recommended Channels:

- Submit your event to the Bentley Events Calendar.
- Send email or save-the-date communication to interested audiences.
- Submit your event to the Social Media team to be included in the weekly Falcon Fliers story.
- If alumni are involved or invited, contact University Advancement to align messaging and engagement strategies.
- Submit an announcement to have your event featured in the weekly events email to the Bentley community.
- Request a staff photographer (if applicable).
- Print and post flyers for high-traffic locations.
- Collaborate with faculty/staff committees to help spread the word.
- Post the event on your own social media accounts as well as other Bentley-affiliated accounts/ groups on LinkedIn, Instagram, Facebook, etc.
- Use Microsoft Forms or RSVP tool for external registration tracking.

Design and Print:

- Design flyers for print, digital screens and social media graphics (utilize Canva or reach out to the Creative Services team for assistance with design).

Social Submission for Falcons Flier:

- 80 x 1920 PNG or JPEG graphic
- Include:
  - ✔ Name of event
  - ✔ Date of event
  - ✔ Location of event (physical or virtual)
  - ✔ If the event is virtual or requires registration, provide the link when submitting the graphic
  - ✔ The campus organization, club or department hosting the event

- Cannot Include:
  - ✖ QR codes
  - ✖ Venmo or GoFundMe links

EXTERNAL EVENTS

Best for: Conferences, admissions events, open-to-the-public lectures, employer showcases

Recommended Channels:

- Submit to Bentley Events Calendar (with public visibility).
- Send email or save-the-date communication to interested audiences and existing lists.
- Submit your event to the Social Media team to be included in the weekly Falcon Fliers story.
- If alumni are involved or invited, contact University Advancement to align messaging and engagement strategies.
- Request a staff photographer (if applicable).
- Publish your event through LinkedIn Events and Facebook Events.
- Use Microsoft Forms or RSVP tool for external registration tracking.
- Share with local chambers of commerce or business networks.

Social Submission for Falcons Flier:

- 80 x 1920 PNG or JPEG graphic
- Include:
  - ✔ Name of event
  - ✔ Date of event
  - ✔ Location of event (physical or virtual)
  - ✔ If the event is virtual or requires registration, provide the link when submitting the graphic
  - ✔ The campus organization, club or department hosting the event
- Cannot Include:
  - ✘ QR codes
  - ✘ Venmo or GoFundMe links

CHECKLIST TIMELINE

8+ weeks out:
Reach out to the University Events team to talk through event plan for tips and best practices

- ☐ Define goal and audience
- ☐ Check date
- ☐ Reserve space
- ☐ Submit catering order early to Sodexo
- ☐ Book speakers
- ☐ Submit Creative and Photography Services requests

6 weeks out:
- ☐ Send save-the-date communication
- ☐ Create Event Details Document
- ☐ Design marketing collateral (flyers, social media graphics, etc.)

4 weeks out:
- ☐ Begin promotion
- ☐ Submit to the Bentley Events Calendar

1 to 2 weeks out:
- ☐ Send floor plans and set up info to Catering, Facilities and Conference Services
- ☐ Push social promotions
- ☐ Reach out to partners to help promote your materials on their platforms
- ☐ Brief your speakers

Week of:
- ☐ Send out final confirmation (two to three days prior) to all participants
- ☐ Post final reminder(s) on social media

DESIGN AND BRANDING

Design Tips
Use [Canva for Campus](#) templates (they are branded and easy to customize; reach out to IT for access).

Printed Flyers:
- Use standard sizes like 8.5 x 11" in or 5.5 x 8.5"
- Include contact or follow-up info: a QR code, website or email for questions or registration
- Keep text at least .25" in from edges
- Include bleed area of .125" if printing
- Download as PDF Print with crop marks and bleed for print; use PNG/JPG for digital

Social Graphics:
- 1080 x 1080 px (square)
- 1080 x 1920 px (vertical)
- Keep text minimal and legible; prioritize the most important event info (what, when, where and who)
- Use easy-to-read fonts and repeat details in the caption
- Download as PNG for best clarity on screens

Best Practices:
- Limit font usage to one to two per document
- Use two to three brand colors
- Use strong visual hierarchy and skimmable layouts
- Leave space around elements
- Use bullet points or short lines
- Add a simple call to action (e.g., "Join us" or "Register now")
- Follow Bentley's brand standards for fonts, colors and logo placement

SOCIAL PROMOTION

Best Practices

- **Start Early:** Share an initial "Save the Date" post at least two months in advance, then space out subsequent posts to avoid repetition. Include any pertinent links (such as registration) as soon as they are available to share with your audience.

- **Think Ahead:** Prepare graphics and links early. If possible, create varied content — videos, photo series or multiple images with different captions. Avoid relying solely on infographic-style visuals, which perform poorly and are less accessible. If you do choose to use infographics, aim to use minimal text.

- **Highlight Key Details:** Showcase keynote speakers or unique aspects (giveaways, special locations) about a month out. Remember to include links when they are available and provide necessary updates as the event approaches.

- **Use Multiple Channels:** Promote through @Bentleyu (via Falcon Fliers) and your department/organization's account(s).

- **Drive Registrations:** Post a registration reminder the week before the event and include links.

- **Reframe Messaging:** As the event approaches, frame it differently—emphasize urgency, benefits and/or behind-the-scenes content, if available.

SUPPORT AND CONTACTS

Working with the Brand and Social Teams, your efforts can be supported by:

- Amplifying posts through @BentleyU when appropriate
- Offering guidance on timing and messaging
- Sharing best practices

Key Contacts

When planning your event, you may need to coordinate with several departments. Here are some key contacts:

- Arena (Dana Center): arena@bentley.edu
- Alumni Events: events@bentley.edu
- Conference Services: conference_services@bentley.edu
- Emergency Management: emergency@bentley.edu
- Facilities Management: facilities@bentley.edu
- Brand Marketing and Creative Services: brand@bentley.edu
- Social Media: social@bentley.edu
- Procurement: procurement@bentley.edu
- Sodexo Catering: catering@bentley.edu
- Student Center Operations: studentcenter@bentley.edu
- University Advancement: alumni@bentley.edu
- University Events: bentleyevents@bentley.edu
- University Police: police@bentley.edu

RESOURCES AND HELP

Need help?

Submit a project request to [Creative Services](#).

- Reference the [Bentley Brand Guidelines](#) for colors, logos and tone.
- Reference the [Bentley Social Media Guidelines](#) for general tips on how to set up and run your social account(s).
- Check out the brand website for more information on [Event Logistics](#).
- Review this [Event Checklist Cheat Sheet](#) to stay organized and ready the event day.
- When ordering promotional items (e.g. t-shirts, giveaways), you must use Bentley's [licensed vendors](#) to ensure brand compliance and trademark protection.
- Reach out to the Brand Marketing and Creative Services team at brand@bentley.edu for further questions.