

Promotion and Publicity for Events User Guide

This document will provide you with all the information you require to promote and publicise your event.

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Overview

To ensure great attendance at your event, you will generally require the support of our colleagues who look after all of our promotion and publicity channels across the University.

When you know you will be requiring promotion for your event, contact the leads of the channels you would like to promote on and let them know this is in the pipeline.

If you require assets to be created, you need CPS. More on CPS can be found [here](#).

Even if you don't have all the information for either the contact lead or CPS, making them aware/raising the job just means that they can allocate someone to work on your request and when you do have more information, you can update them accordingly.

Promotional Channels Contacts

Once you have agreed what promotional channels you'd like to use, [visit the Events Guide](#) to discover the best contacts.

Digital and Printed Assets List

To access the most up to date information on the different assets and the sizes they should be created in, please [look through our Events Digital and Printed Assets document](#).

Deadlines

Each department and channel have a different deadline depending on what and where you want to promote. To make things a little easier, [check out our Promotional Timeline Calculator](#), which will help you plan your promotion around your event date.

CPS

If you require assets to be created, you need CPS. To raise a job with CPS, complete the form which can be found [here](#).

Top Tip – In order to submit a new job, you have to attach a brief of the job. There is no specific template so just use a word document and put as much information as possible about the project on this.

On the CPS form, make sure you keep the 'type of job required' field as Design/print as this is the same form you use to raise a photography/videography request.

A handy user guide from CPS can be found [here](#).

Accessibility

There is now a [Digital Accessibility web area](#) which contains a wealth of resources including tips for:

- [Creating accessible documents](#)
- [Creating accessible presentations](#)
- [Creating accessible online content](#)
- [Accessible social media](#)
- [Accessible emails](#)
- [Evaluating webpage accessibility](#)

There are also guidelines for:

- [Colour](#)
- [Headings](#)
- [Tables](#)
- [Meetings](#)

Check accessibility in Outlook

The Accessibility Checker is a tool that reviews your content and flags accessibility issues it comes across. It explains why each issue might be a potential problem for someone with a disability. The Accessibility Checker also suggests how you can resolve the issues that appear.

In Outlook, the Accessibility Checker runs automatically in the background when you're composing an email. If the Accessibility Checker detects accessibility issues, a MailTip will

provide a convenient nudge to review and correct the issues before sending your email. This will be shown as below at the top of your page.

 We've found some ways to make your message more accessible. [Review accessibility issues](#)

In Outlook, you can define how the accessibility notifications and Accessibility Checker work. Select File > Options > Accessibility and select if you want to see accessibility notifications through a MailTip while you work, in certain scenarios, or only when you manually launch the Accessibility Checker.

The default option is to show accessibility notifications in certain scenarios. If any accessibility issues are detected, a MailTip appears to guide you to review suggestions and fix the issue.

More details on this can be found [here](#).