PUBLICITY AND PROMOTION OF NETWORKS

Apart from leadership, communication is the most critical element in a Network's efforts to build and sustain membership. As your Network grows, word of mouth will naturally encourage more alumni into the fold, but activity must be accompanied by active communication with alumni about your activities/events.

Be aware of what your target group will be most likely to read, see, or listen to, and place your information accordingly. Well planned, well executed publicity ensures good attendances at your events and keeps your Network's name before the University community. A Network that is seen to be active is held in high regard by its members. It is recommended that the network offers a variety of events to keep current members interested and to engage a wider network.

D&A can offer assistance and advice in developing promotional plans for Network events and activities. It is important to devise a publicity and promotion plan well in advance to map out how to publicise your event. Make sure that event information is clearly communicated:

- Event purpose or goal, time, venue, date
- Price(s)
- Where bookings can be made, and how (cash, cheque, credit card)
- RSVP date
- Contact phone number for further information
- Dress code

When preparing your network publicity, think about the appeal/interest the event will have for the public. Are you inviting any prominent guests? Who are the speakers or performers? Is the event offering something unique or breaking new ground?

PLAN AHEAD

Our most active and successful networks strategically plan an annual program of activities, well in advance. Providing your event schedule early to D&A enables many of the University publicity and promotion tools to be engaged.

If your network is seeking assistance from D&A on any aspect of promotions, publicity, events, activities and administration, have this agreed to and planned well in advance with your Alumni Relations Officer.

The Online Community will be another great tool to reach our alumni and the community to promote network events and activities. New promotional guidelines will be provided once the Online Community is launched.

TOOLS FOR NETWORK PROMOTION

U of A web network page

The Network will be provided with 1 web page; linked with the D & A web page. A template will be used to post information on to this page, which will conform to University branding guidelines. Networks may decide to have other web pages arranged at their own expense that can be linked to this page with a disclaimer. The
D&A will not be responsible for the contents and information for the independent pages organised by the network. Further information can be obtained from the D&A office.

Events calendar for D&A and U of A
The D&A Office has an events calendar on which you can have your event/activity listed. Also, your event/activity can be listed on the University events calendar. Please contact your Alumni Relations Officers to assist you in this matter.
http://www.adelaide.edu.au/alumni/ne/

Alumni Database
The D&A manages and maintains an alumni contact database of over 54,000 names and addresses. Your network might be able to seek assistance, involvement, feedback or participation at events from these alumni. For more information on making data requests, please see section on Data Sharing.

AdelaideE-Link
The AdelaideE-link e-newsletter is published on a bi-monthly basis to 7000 alumni. Networks can use this as a tool for:
- Advertising events
- Promoting events
- Reporting on events (including pictures etc)
A Content Submission Form will be available on the web for networks to complete in order to submit information. It can be used to announce forthcoming activities and to publicise achievements of the Network. Articles about Network activities or the achievements of members are welcomed, and all Networks are invited to play a part in providing material to be included in the E-Link. Your Alumni Relations Officer will provide you with the E-Link schedule as well as copy deadlines (2008 copy attached)

Adelaidean
The University's newspaper, the Adelaidean, includes "Alumni News" in each issue, and is sent to 11000 alumni monthly from February to December. Space is at a premium in the Adelaidean, but D&A will always try to get your activity/event mentioned when we can. Of course, providing that information well in advance will allow us to meet publication deadlines.

Lumen
This is the University's bi-annual alumni magazine. The Lumen from time to time promotes high profile alumni or alumni events either before hand as a promotional tool or as a follow up story. If you have a story that you feel should be included in the Lumen magazine, contact your Alumni Relations Officer with as much notice as possible. To read the Lumen online check out this link:
http://www.adelaide.edu.au/lumen/

Inside Adelaide
This is the University's weekly electronic newsletter for current staff. Network and event information can be submitted through your Alumni Relations Officer. To see the latest Inside Adelaide check out this link:
http://www.adelaide.edu.au/inside_adelaide/

Other assistance from D&A
The D&A office may be able to assist your network promotion by distributing:
- Flyers/invitations to relevant Faculties/Schools
- information sheet inserted in the Adelaidean – (cost to networks – please consult D&A);
- media releases;
- announcements in relevant professional publications.

PLEASE NOTE:
The University of Adelaide and the Development and Alumni Office reserve editorial rights on University controlled publications.

**University Branding Protocols**

The Network will be required to observe all policy and regulations set by Marketing & Strategic Communications. Please refer to your Alumni Relations Officer for more information and approval of invitations and other collateral that uses the University name and logo.