



## UW Connects

UNIVERSITY OF WISCONSIN-MADISON

The guidelines below are friendly suggestions, not requirements of hosting an outreach event. Reach out to [mreinfeldt@wisc.edu](mailto:mreinfeldt@wisc.edu) with any questions!

Please also consult here with any questions: <https://uwconnects.wisc.edu/outreach-resources/>

### **4 weeks from the event:**

- ✓ Create an event poster/flier (here is an optional [template](#))
- ✓ Add the event to the Wisc calendar, instructions [here](#). Make sure to use the UW Connects tag! It's how we will know about your event!
- ✓ If public: Add/submit the event to local online calendars (to find your local online calendars, search for local events online and see where they are being posted)
- ✓ If public: create a Facebook Event for your event, including all pertinent details, an eye-catching description, and high-quality image
  - Instructions to create a Facebook Event:  
<https://docs.google.com/document/d/1xwMHRFpPNM6ileXx7I7BMjwTVaN6oyvu1ZltFHls3dc/edit?usp=sharing>
- ✓ Reach out to the UW Connects team at [uwconnects@uwmad.wisc.edu](mailto:uwconnects@uwmad.wisc.edu) if you need assistance finding/connecting with a venue in a certain area
- ✓ Reach out to the UW Connects team at [uwconnects@uwmad.wisc.edu](mailto:uwconnects@uwmad.wisc.edu) if you're interested in finding UW faculty from the town or city in which your event takes place
- ✓ Utilize the tools and resources here:  
<https://uwconnects.wisc.edu/for-outreach-staff/>

### **3 weeks from the event:**

- ✓ Advertise your event via any relevant email lists; you may want to attach the poster you made as a flier
- ✓ If public: Try to find local interest groups that may also be interested in the content of your event (ex. Master Gardeners associations for talks on gardening,

local book clubs for a talk by an author, etc.) and encourage them to invite their members to your event

- ✓ Reach out to your local [UW Extension](#) office for logistical or marketing support
- ✓ Reach out to your local [UW Alumni](#) chapter for logistical or marketing support
- ✓ Reach out to [legislators](#) for logistical or marketing support

### **2 weeks from the event:**

- ✓ If public: Promote the event on your social media by creating eye-catching graphics and posts, making sure to link your Facebook Event in the captions and tag all relevant partners.
  - Resources for social media posts can be found [here](#)
- ✓ If public: Create a press release using the [Press Release Template](#), email it to local print, TV, and radio media

### **3-5 days from the event:**

- ✓ If public: Look online to find the phone numbers of the local media organizations to which you had emailed the press release, call them and invite them to attend the event; **for television, in follow up to your release, call the “hot tips” or “newsroom” number to see if a camera is available for your event. Be ready with your one sentence pitch on why their viewers will want to know about it.**

### **Day of the event:**

- ✓ Test ALL technology that will be used: for virtual events, this means the virtual meeting links (Zoom, Google Meet, etc.), for in-person events, this means all of the necessary AV equipment, microphones, etc.
  - Instructions for hosting a virtual event:  
<https://docs.google.com/document/d/1Z7OcpMWw6YZ9E77xJ3S-9H6eg34uCKIa4itnbevqCHc/edit>
- ✓ If in-person: Put up [signs](#) directing attendees to the correct location of the talk
- ✓ If in-person: provide water and/or snacks if applicable for your event format

### **After the event:**

- ✓ Share your good work! Help UW better report on all engagement happening around the state. Please report only these TWO important metrics [here](#):
  - Counties served

- Number of people served directly
- ✓ Follow up with hosts, organizers, participants, etc. to thank them for their participation however applicable
- ✓ Share photos with event stakeholders and on social media