



If you have any questions regarding the material in this slideshow, please contact the Involvement Consultants:

Involvement Consultant Desk – SLP 316

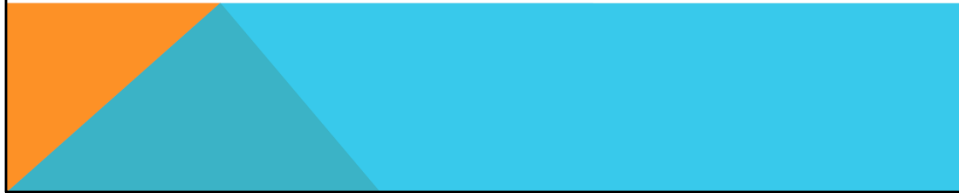
IC Desk Hours – Mon-Thurs: 9AM-7PM, Fri: 9AM-5PM

Phone – 619-260-4802 or x4802

Email – usdinvolvement@gmail.com

FIRST THINGS FIRST: EVR

- Make sure you get your event approved through the Virtual EMS system – submit your event's EvR at reservations.sandiego.edu! **Do this as early as possible.**



MYPOSTINGS

- Allows events to be posted to the MySanDiego portal, the USD home page, or USD News and Events
- The MyPostings website allows you to enter in event information and to which areas/departments on campus you would like the event advertised
 - Department Websites: Torero Life

[Visit the MyPostings website](#)

When asked to choose a Department Website, make sure to tag Torero Life to be included on the Torero Life events calendar and the Blue Buzz weekly calendar.

CREATIVE ZONE RESOURCES

- SLP 302
- FREE Supplies (Poster paper, paints, crafting supplies, etc.)
- Check out blue tape, A-Frames, clip boards, games, etc. for **NO CHARGE**
- Additional services: button making, balloons, poster printing, copying, and faxing/scanning
- Cash boxes can also be rented from the Creative Zone (necessary step in Cash Handling Process)

A full list of available Creative Zone resources and prices can be found in the Creative Zone (SLP 302) and on the [Creative Zone website](#).

GRAPHIC DESIGN WORK

- **FREE GRAPHIC DESIGN WORK** – posters, flyers, logos or other electronic marketing
- **Graphic Design Request Process:**
 - “Submit Creative Zone Request” on CZ website at least **THREE WEEKS IN ADVANCE OF YOUR EVENT**
 - You will be contacted within 72 hours confirming your request
 - The design process lasts approximately two weeks. During the third week, you will be asked to proof the created pieces
 - After final approval, you will receive a digital copy

Submit a [Creative Zone Graphic Design Request](#)

Tips for requesting Graphic Design work:

- 1.) Plan ahead! As soon as you know your event/program details, fill out your Graphic Design request. Make sure to include a deadline that gives you enough time to advertise your event/program after the entire marketing request process has been completed.
- 2.) The actual design process lasts approximately two weeks. Once the proofing process begins, you will only have two opportunities to make edits before no more changes can be made. It may be beneficial to schedule an in-person meeting with your assigned Graphic Designer to go over your ideas.
- 3.) Marketing requests should be submitted three weeks in advance of when you want to begin your marketing plan. Requests submitted less than three weeks in advance will only be accepted if the graphic design team’s workload permits.

If you have any questions, please contact the Creative Zone at usdcreativezone@gmail.com.

POSTERS

All posters are REQUIRED to include:

- Event Date
- Event Time
- Event Location
- Sponsoring Organization/Department
- Contact Information

Please note:

- Adhering any materials to walls or doors is prohibited, both indoors and outdoors.
- Only blue tape can be used to hang materials. Blue tape can be rented from the Creative Zone for no charge.

KIOSKS AND BULLETIN BOARDS

To post on Kiosks or Bulletin Boards

- Receive approval from Creative Zone staff (SLP 302)
- No larger than 8.5" x 11"
- NO Brightly Colored Paper
- Posted one week in advance of event
- Maximum of 8 copies allowed for posting



UC/SLP ELECTRONIC DISPLAYS

- **Get your event info on the TVs in the UC and SLP!**
- **Flyers**
 - **Visit www.sandiego.edu/ucslpdisplays/**
 - Complete the online form under the “Posting a Flyer” heading
- **Videos**
 - Please bring videos on a portable storage device (USB drive, etc.) to SLP 302 for approval

Technical requirements for both flyers and videos can be found on the [UC/SLP Display website](#)

Flyers can be submitted online for approval by completing the online form under the “Posting a Flyer” heading.

Videos can be brought to SLP 302 on a portable storage device, such as a USB drive, for approval.

ADVERTISING ON MARQUEES

- The marquees are to be used for event promotion and community awareness. Marquee requests must be made in connection with an event that has a planned attendance of at least 50 people. It must also be open to the entire USD community.
- Marquee requests forms should be completed at least two weeks in advance of the event. An email response will be sent to the requestor approving or denying the request.

[Submit a Marquee Request](#)

NOTE: There is a maximum character limit of 17 characters per line for marquee advertisements

The Office of University Scheduling has the sole and complete discretion to approve or deny any request to post information on a marquee.

Questions pertaining to posting on the electronic marquees can be sent to marquee@sandiego.edu.

RESIDENCE HALLS

- Email residentiallife@sandiego.edu for approval, which may take up to one week
- Further instructions will be given after approval
- Copies of approved flyers can be delivered to Missions Crossroads

Residential Life is not responsible for printing flyers to be distributed. Please have flyers printed before meeting with Residential Life. Flyers can be printed in both Black/White and Color in the Creative Zone.

THE BLUE BUZZ

- The Blue Buzz is a calendar of events sent to the student body every week. Any event submitted through Virtual EMS or the Torero Life MyPostings page that is open to the entire USD Student Body is eligible to be placed on Blue Buzz.
- To get your event on the Blue Buzz:
 - Submit an EvR (**Required for all student org events!**)
 - Fill out a MyPostings Request – make sure to tag Torero Life!
 - Email the Involvement Consultants (See below for more info)

Involvement Consultant email: usdinvolvement@gmail.com

Please email any Blue Buzz requests to the ICs no later than Wednesday the week before the Blue Buzz's release.

Please make sure to include all important event information:

- Event Name
- Event Date/Time
- Event Location
- Sponsoring Organization

SOCIAL MEDIA: TORERO LIFE

- You can work with the CZ to display marketing for your event (e.g. posting your flyers on the different Torero Life accounts)
- Only for events open to the entire USD student body
- For Facebook, visit the CZ to request that your flyer be posted on the Torero Life Facebook page
- For Instagram, tag the Torero Life account (@torerolife) and request that it be re-posted in the caption or direct message Torero Life

The Creative Zone is also an excellent hub for creating larger scale marketing plans for your events. With sufficient time, the Creative Zone can work with you to create a marketing schedule for your events and to maximize exposure of your event through multiple avenues.

For more information, please contact the Creative Zone staff at usdcreativezone@gmail.com.

MASS EMAILS AND PUSH NOTIFICATIONS

- Emails and Push Notifications can also be sent to the USD student population regarding your event
- Generally a more strict approval process
- Only events open to the entire USD student body may be advertised through mass email/push notifications. One email may be sent per event
- Email Kenny Eng at keng@sandiego.edu with mass email/push notification requests

