



**UNIVERSITY OF GEORGIA**

## How to Advertise an Event at UGA: Outreach at Campus Events

*Brought to you by **ServeUGA***

# Events

## Involvement Fair

- The Involvement/Activities Fair is an event held by the Center for Student Activities and Involvement which any registered student organization can attend and promote their organization at. They hold 2 fairs per year usually around September and January. The points of contact for registered student organizations get emails to register through the [UGA Involvement Network](#). These fairs are more for promoting awareness of your organization overall, but you can also advertise for specific events your organization has coming up that semester. Since this is basically just a large scale tabling event, check out the tabling section below for tips on attracting people to your table.

## Tabling

- Since the Activities Fair has all the organizations tabling at the same time and it is early in the year so you might not know your events yet, tabling with solely your own organization is a great way to advertise and promote upcoming events.
- There are plenty of places you can table such as Tate Plaza, Reed Plaza, and the Honors Plaza. You can see all the options and reserve your table through the [Campus Reservations Office](#). It is important to note that tabling is [not free](#), and it can take up to 5 business days for your request to go through.
  - In reserving your table, you can see who else might be tabling that day, so try to pick a day with less people/competition. Also keep in mind which tables have access to outlets; you can call CR and ask.
- Some tips to attract people to your table:
  - Give something away! This can be free food (be cautious of allergies), free swag (such as promotional buttons, stickers, pens, t-shirts, etc), or little flyers. I have found that people are more willing to take little flyers if there is free candy taped to them. I have also found that giving away ice pops during August and hot chocolate or tea during January work really well.
    - Be careful when you are giving things away to make sure that people who get the free items also know what you are promoting! A good tip is to advertise something free and then make them engage in an activity (liking your Facebook page, answering a question, or taking a flyer) before you give them the free thing.
  - Have a display. Your table will look much more legitimate and attractive to potential people if you spruce it up. Get a tablecloth and some promotional swag, and I also highly recommend investing in a professional pop-up/roll-up banner if you can. Most organizations also have a trifold, and you can also add extra things like balloons and signs to make it even more inviting. I also recommend having a listserv/email sign up at your table as well. Try to do it on a spreadsheet on a computer so you don't have to type it up (and try to read bad handwriting!) later.
  - Have an activity. This makes your tabling experience more meaningful and memorable. Some examples are having a wheel you can spin where people can win prizes, having a chalkboard or dry erase board with a question and room for

people to answer, doing a survey, asking people to sign a petition, or having animals to hold or something to buy. Activities are especially important when you are advertising for a specific event. Doing a related activity helps students get a sense of the event and might persuade them to come.

- Be engaging! The most frequent tabling mistake I see is people just sitting at their table, waiting for other students to come up to them. Tabling is really good for interacting with a variety of students, but you have to make them come to you or listen to you, and most of them are on the way to class and won't feel like stopping by. The best strategy in my opinion is to have at least 2 people tabling-- have one sit at the table in case someone sees what you are doing and comes by, and have another (or as many as you can get!) person handing out little flyers to every person that walks by. The purpose of tabling is just to get your name and event on the mind of every student who walks by. Even if they take one look at your flyer and then throw it away, they looked at it and know your organization exists and your event is going on. When giving out flyers, don't just throw them at people, you want to come up with a short phrase you can repeat over and over again as you offer your flyer to people such as "Come volunteer with us!" or "Come on out tonight!" Another tip to get people interested is to ask them a question such as "Do you love to read?"

#### **Speak at the beginning of a class**

- This is not really an "event" but it requires someone to be present in person which is why it is in this category. This is a quick and easy way to get your organization's name and event out there in front of a lot of people, especially if you are in a large lecture classroom! It definitely is a little nerve wracking to speak in front of a lot of people about something they may or may not be interested in, but it is definitely worth it to even just get your name out there.
- To get permission, it depends on your teacher. Sometimes you can ask right before class if you can make a quick announcement, but some like to be notified by email beforehand. I'd go with the latter just to be safe.
- I'd also recommend coming prepared with little flyers/handbills to give out, especially because people might not be totally prepared to hear what you are saying if they are walking into class and getting out their stuff. Giving a stack of handbills to one student and allowing everyone to pass them out ensures that everyone knows what you talked about and students who are interested have the information they need! Check out the flyers section below for tips on making those.
- You also don't have to be in a class to make an announcement! Especially if the organization or event you are involved in doesn't pertain to any of your classes at UGA. You can definitely email professors of related classes and ask if you can let their students know about a specific event, but you should definitely make sure it is related to that class because they most likely won't let a stranger come to talk about something random.

#### **Present at an FYOS Class**

- This is not really an “event” but it requires someone to be present in person which is why it is in this category. Just like talking in a class, this is a great way to get your organization and your event in front of people, especially freshman.
- This strategy only works if you have a topic of interest to that FYOS class and can present about it to them for 10-15 minutes, and then you can tell them about your event at the end. Here are some examples:
  - If you have a service event coming up, present about service opportunities at UGA, why they are important, and how students can get involved. You can contact FYOS teachers who are teaching their students about getting involved at UGA or leadership and service.
  - If you have an advocacy event about sexual assault coming up, present about the prevalence of sexual assault on college campus and how UGA students can make a change. Then you can advertise your event at the end as a way for students to get more involved!
- The names of the FYOS seminars and their instructors are listed on the FYOS page here. You can usually find their emails by googling their name and UGA. I would recommend emailing FYOS teachers at the beginning of the year before they finalize their course schedule. They will be a lot more receptive if you contact them at the beginning because then they can plan on when to fit you in!

#### **Host a program with an RA**

- This is almost the same thing as presenting at an FYOS class. Again, you would partner with an RA or a community that is interested in the things your event pertains to, and then you would advertise your event as a way that they can get involved and make a difference.
- There is not really a cumulative list of RAs, so the best way to find an RA and see if they want to do a program with you would just be to ask around and ask your friends!