



THE STUDENT ASSOCIATION

SASSE EVENT PROMOTION GUIDE

Last revised on 2024-02-06
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HOW TO PROMOTE EVENTS

This guide is aimed for promotions of SASSE events where members buy tickets. The purpose of this guide is to unify and standardize the quality of marketing to increase engagement and awareness of the many events SASSE arranges.

RULES WHEN CREATING MARKETING MATERIAL

- ALL information should be in English.
- Any reference to illicit drugs is strictly forbidden.
- No communication should in any way highlight or elevate alcohol.
- Violent undertones or overt sexualizations of any marketing material are strictly forbidden.
- Use the logo of your committee, SASSE & committee sponsor on all posts (except when posting an “informal post”, contact Media President for when these exceptions can be made)

Big Events

“Big Events” include all Banquets, Ugly Banquets and Big Parties such as the Summer Party.

1. Create a Facebook event and invite people one month in advance. Include basic information such as:
 - a. Date
 - b. Place
 - c. Dress code (only required for banquets)
 - d. Price
 - e. Ticket release date

The updates should get progressively more frequent.
2. Announce the event in an Instagram Post latest two weeks in advance, or three days before ticket release.
3. Ticket release latest one week before the event.
4. Required to make a Hype Video and post latest 3 days before the ticket release.
5. Run-ins are highly recommended. Have an email conversation with the teacher, run in and show the hype video.
6. Update with Instagram stories frequently before the event. When you think you are spamming – post one more.



Other ticketed events

“Other Ticketed Events” include all parties and events where tickets are sold (e.g., Rotunda Parties & TEDx).

1. Create a Facebook event and invite people one month in advance. Include basic information such as:
 - a. Date
 - b. Place
 - c. Price
 - d. Ticket release date

The updates should get progressively more frequent.
2. Announce the event in an Instagram Post latest one week in advance, or three days before the ticket release.
3. Ticket release latest five days before the event.
4. Highly encouraged to make a hype video and post latest 3 days before the ticket release.
5. Update with Instagram stories frequently before the event.

