

# Event Promotion 101: The Bear Essentials

UCR Marketing & Communication Conference 2025



# Presenters

**Malinn Loeung**

Digital Content Manager, Digital Marketing and Analytics, University Relations

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Senior Coordinator, Student Organizations, Student Life

The background of the slide is a blue-tinted photograph of the University of California, Riverside clock tower. The tower is a tall, multi-story building with a clock face visible near the bottom. The sky is a clear, bright blue. A yellow diagonal bar runs across the bottom right corner of the slide.

# UCR Events Calendar

What is this?  
Why should I use it?



## EVENT PLANNING

### The basics:

- Identify your target audience
- Clarify your goals
- Plan activities/experience
- Logistics and operations
- Develop a marketing budget
- Select date and location
- Create awareness for the event
- Post-event follow up



Search places, events, groups

LOG IN

SIGN UP →



**Chicano Link Peer Mentor Program 2024-25**  
Mon, Sep 9, 2024

Costo Hall, 145



**Enriched Air Nitrox SCUBA Certification**  
Mon, Sep 9, 2024

Student Recreation Center (SRC),...

\$175.00 - \$199.00



**2024 Parent Scholar Summit**  
Mon, Sep 9, 2024 9:30am to 5pm

Alumni & Visitors Center



**Office Hours: CHASS Dean Daryle Williams**  
Mon, Sep 9, 2024 2pm to 4pm

Humanities & Social Sciences...



**Supporting International Student...**  
Tue, Sep 10, 2024 9am to 11am

HUB (Highlander Union Building),...

Free



**2024 Chancellor's Faculty & Staff Picnic**  
Tue, Sep 10, 2024 11:30am to 1pm

Hub Dining Patio



**A Celebration of Women in Medicine &...**  
Tue, Sep 10, 2024 3pm to 6pm

UCR SOM Education II Building,...

FREE



**D.C. Alumni at Back to College Night**  
Tue, Sep 10, 2024 5pm to 7pm

Bullfeathers

Free



**First-Time Homebuyers Workshop presented ...**  
Tue, Sep 10, 2024 6pm to 7pm

Virtual Event

FREE

# UCR EVENTS CALENDAR

[events.ucr.edu](https://events.ucr.edu)

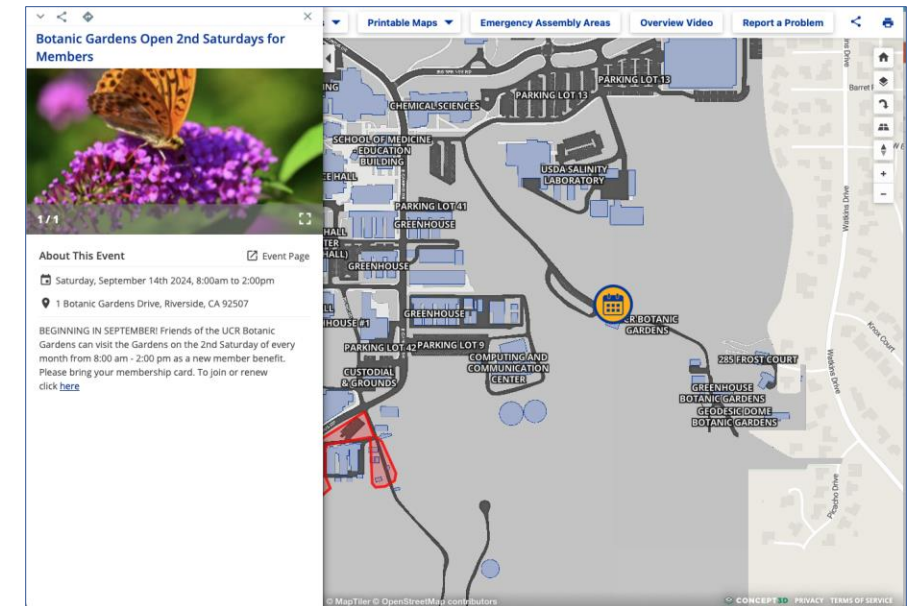
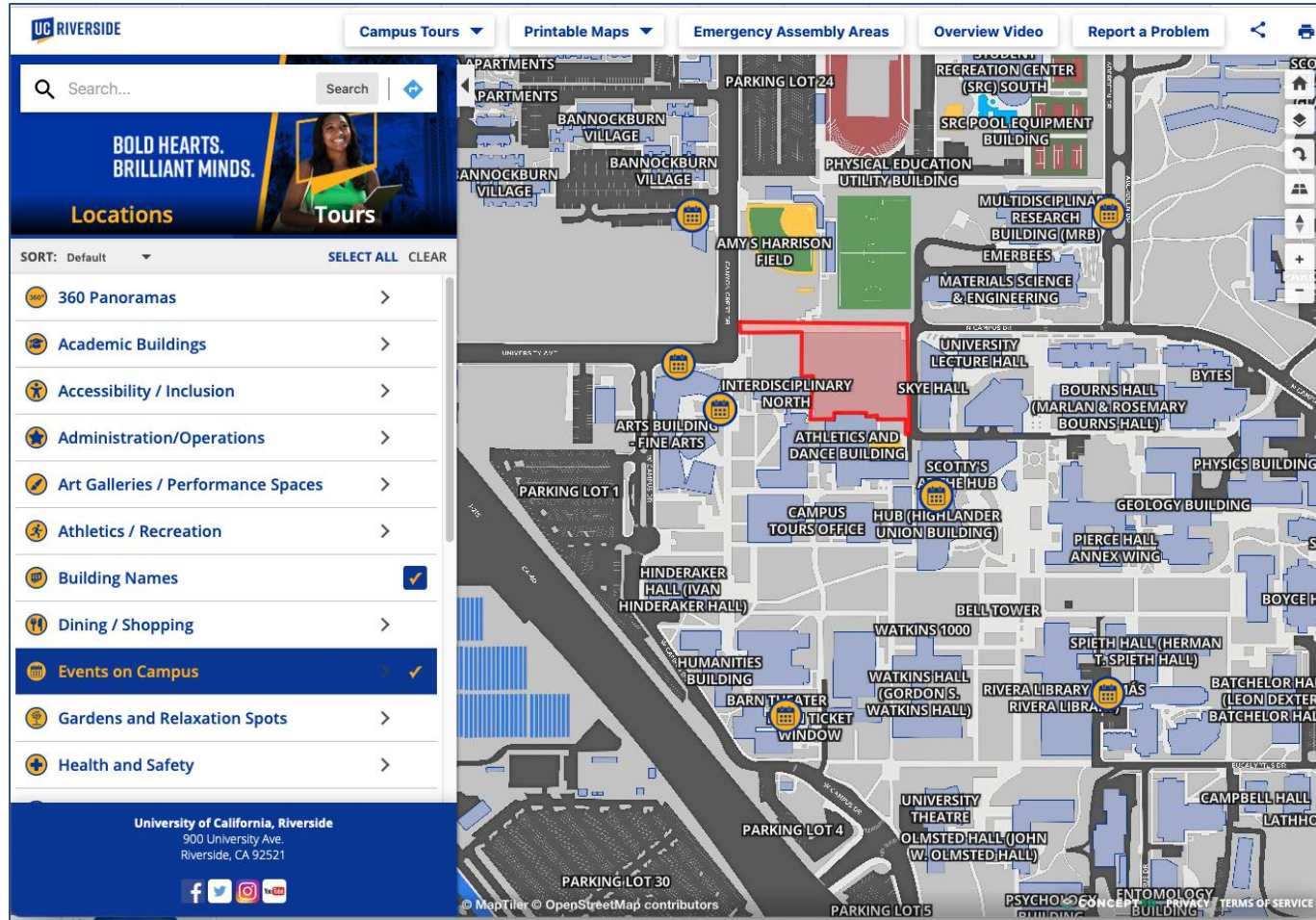
What is the UCR Events Calendar?

Who can use it?

Why should you use it?

[websites.ucr.edu/events-calendar](https://websites.ucr.edu/events-calendar)

# CAMPUS MAP



campusmap.ucr.edu

# WEBSITE WIDGET

## Events

**29  
SEP****Q-Camp: Orientation to ...**

New and returning students are invited to an orientation to UCR campus life and the...

**08  
OCT****LGBTRC Open House 2024**

Enjoy free ice cream or a frozen treat and a chance to make connections with our...

**15  
OCT****Coming Out Stories: Tue...**

In honor of National Coming Out Day (Oct 11th), the LGBTRC welcomes studen...

**25  
OCT****THE COMING OUT DANCE**

Queer Alliance is excited to present this year's Coming Out Dance! The Coming O...

[SEE EVENTS CALENDAR](#)

[websites.ucr.edu/events-calendar](https://websites.ucr.edu/events-calendar)



## COMING UP *at* UC RIVERSIDE

Get into the Highlander spirit with this weekly sampling of special events, success resources, and more. Check your inbox every Monday for the latest.

### THIS WEEK



#### [Volleyball & Soccer Matches](#)

September  
Various Locations



#### [Parent Scholar Summit](#)

Sept. 9 | 9:30am-5pm  
Alumni & Visitors Center



#### [International Student Success Workshop](#)

Sept. 10 | 9-11am  
HUB 265



#### [Women in Medicine & Science](#)

Sept. 10 | 3-6pm  
SOM Education Building II 104



#### [Impact of Racism on Child & Adolescent Health](#)

Sept. 12 | 12-1pm  
Virtual



#### [Lit Flicks: "A Million Miles Away"](#)

Sept. 12 | 3-4:30pm  
UCR Palm Desert



#### [J.E. Alumni Street Cleanup](#)

Sept. 14 | 9-10:30am  
University Ave.



#### [Student Rec Center Summer Hours](#)

Mon.-Thurs.: 6:30am-9pm; Fri.: 6:30am-7pm; Sat-Sun: 12-5pm  
SRC

[View More Events](#)

### HIGHLANDER REMINDERS

Visit the [Undergrad Experience](#) website for more reminders and announcements.

[17-unit max load lifted](#) for fall on Sept. 9.

Summer grades available on [RWeb](#) starting Sept. 10.

Watch out for sketchy job offers in your texts and emails. [Spot the scams](#) and stick to [Handshake](#) for all legit job searches. Be aware and stay safe!

[Prepares for fall parking](#) with these transportation reminders about permits, residential

# NEWSLETTERS

- **GradSuccess Weekly** (grads/postdocs)
  - [Gradsuccess@ucr.edu](mailto:Gradsuccess@ucr.edu)
- **UCR Life** (students, faculty/staff & public)
  - Jessica Weber
- **Inside UCR** (students & faculty/staff)
  - Imran Ghorri
- **Coming Up at UCR** (faculty/staff)
  - Imran Ghorri
- **Alumni**
  - School or College Alumni Communication Manager
- **Family** (parents/guardians)
  - Chelsea Usher
- **Others** (schools/colleges, ethnic & gender offices, etc.)
  - Various campus orgs



55TH ANNUAL  
HAYS PRESS-ENTERPRISE LECTURE

Presented by

**MICHAEL  
BARBARO**

Host of the New York Times podcast,  
"The Daily"

MONDAY, MARCH 4, 2024 • 6 P.M.



REGISTER  
hayslecture.ucr.edu

## LED SCREENS

Email \*1920x1080 graphic & run dates:

- SRC: Dusan Stancic
- HOSS: Todd Ross
- Hinderaker Hall: Mona Nelson
- HUB: Steven Saldarriaga (Digital Signage Form)
- Res/Dining: Brian Gaul (Workfront "AUX Marketing Request")



## POSTERS

- Beacon Poster: 56" x 31.75"
- Display Case Poster: 34" x 22"
- HUB Display Case Reservation Info  
[Hub.ucr.edu/scheduling/resources](https://hub.ucr.edu/scheduling/resources)
- Campus Business Services for printing options.
- J-List Dropoff at Mail Services (George Dobison)



Q Search



SUBMIT AN EVENT →

UC Riverside > Events

Search: 'classof2024' Events

FILTER



**Graduation Cap Deco**  
Thu, May 9, 2024 3:30pm to 4:30pm  
HUB (Highlander Union Building), 269  
Free



**Fall 2024 Graduation App Workshop**  
Wed, Jun 5, 2024 3:30pm to 4:30pm  
Virtual Event



**Before You Graduate Workshops**  
Thu, Apr 25, 2024 3pm to 4pm  
Skye Hall (Surge Hall), 156  
Stream Available



**Know What You Owe in Student Loans: Federal...**  
Wed, May 22, 2024 11am to 12pm  
HUB (Highlander Union Building), 269



**UCR Army ROTC Commissioning Event**  
Fri, Jun 14, 2024 10am to 12pm  
UCR Bell Tower  
\$0



**1st Annual AAPI Grad**  
Wed, May 29, 2024 6pm to 8pm  
Student Recreation Center (SRC)



**2024 Reception for UCR Business...**  
Mon, Jun 17, 2024 6pm to 8pm  
The Barn at UC Riverside  
\$0



**UCR Student-Athlete Graduation**  
Sat, Jun 15, 2024 10am  
Athletics & Dance Building, Johnson Family Practice Center



**Florence Bayz Music Series - UCR Departme...**  
Wed, Jun 5, 2024 12pm to 12:50pm  
Arts Building, 157  
Free And Open To The Campus Community

# Special Campaign Tags

- WelcomeWeek2025
- Homecoming2025
- Classof2025



YOUR OPINION IS IMPORTANT TO US [ + ]

## UCR Spotlights

Options▼

ated Students of UCR

Scan this C  
Associated St  
Savings Marl

JCR Savings Marketplace

An advertisement for the JCR Savings Marketplace. It features a photograph of three children (two boys and one girl) walking and smiling. Overlaid on the right side of the photo is a blue box with white text that reads "Save with Back to Deals". Below this, in smaller orange text, is "learn more". At the bottom of the ad, in large white text, is "Associated Students of UCR Marketplace Savings!". There are five small white circles at the bottom left, with the last one filled in.

## R'WEB & R'SPACE

### NOT FOR EVENTS

- Enter Submission in Workfront
  - [ucr.my.workfront.com](http://ucr.my.workfront.com)
- UREL - R'Web Submission Requests
- Follow Instructions
- Two-week Max





# Questions for Malinn?



# UCR Events Calendar

How to submit events  
Helpful tips

## Create an account

Become a part of our community.

Name

Email Address

Password

☐ I'm not a robot



SIGN UP AND LOG IN WITH EMAIL

OR

LOG IN WITH SSO

G LOG IN WITH GOOGLE

f LOG IN WITH FACEBOOK

X LOG IN WITH X

in LOG IN WITH LINKEDIN

I already have an account. [Log in](#)

# Event Submission Form

Live walk-through...

- How to create a Localist account
- How to submit an event listing
  - Cover each field's do's/dont's
- How to find/update an existing listing
- Expert level: bulk uploads, tags, ???
- Getting help

- How to create a Localist account
- How to submit an event listing
  - Cover each field's do's/dont's
- How to find/update an existing listing
- Dashboard view: bulk uploads, tags, ???
- Style Guide ([brand.ucr.edu/editorial](http://brand.ucr.edu/editorial))
- Getting help



# UCR Editorial Guide

UNIVERSITY OF CALIFORNIA, RIVERSIDE

Search



HOME BRAND TRAINING RESOURCES SUPPORT

EDITORIAL

## UCR AP Style Guide

University Relations uses the Associated Press (AP) Stylebook as a guide for journalistic copy. We've also assembled an extensive stylebook to provide guidance in editorial instances unique to UCR and higher education institutions that may differ from or aren't addressed by the AP Stylebook. The UCR Stylebook also highlights AP style guidelines frequently used at UCR.

[VIEW THE UCR AP STYLE GUIDE](#)

## Power Claims

University Relations has created a central editorial resource for campus communicators to access important strategic university messaging. This includes UCR power claims that communicate the university's substantial impact, quality, and effectiveness among higher education institutions.

[Explore the UCR Brand Book](#) for message guidance customized for select audiences.

[LEARN MORE ABOUT POWER CLAIMS](#)

## Inclusive Style Guide

UCR's Inclusive Style Guide is a living document compiled by UCR's University Relations team to help you incorporate welcoming language into your daily communications.

[VIEW THE INCLUSIVE STYLE GUIDE](#)

## Social Media Resources

In the digital age, the stories we share about UCR's impact are sent through a variety of media no longer limited to print publications and institutional websites. Broader opportunities are available to build community, listen, and share stories about what life at UCR is like.

[LEARN MORE ABOUT SOCIAL MEDIA RESOURCES](#)

## Email Signatures

A unified standard of delivery also exists beyond print and digital publications to other ways we communicate as representatives of the university. Our office has developed good standards and practices for other communication tools.

[LEARN MORE ABOUT EMAIL SIGNATURES](#)

[Contact our office](#) if you have any questions or would like additional resources not found on this site.



# UCR AP Writing Guide

## UC Riverside Stylebook

University of California, Riverside  
University Communications

### Writing Style Guide

University Communications uses the *Associated Press Stylebook* as a guide for journalistic copy. The purpose of this style guide is to provide guidance in instances unique to UCR and institutions of higher education that differ or are not addressed by the AP Stylebook, while also highlighting AP entries that come up frequently in our setting. A section pertaining to gender descriptions can be found at the end.

These guidelines are intended to help achieve consistency in the writing style of material published from UCR. If rules differ between the UC Riverside Stylebook and the AP Stylebook, please follow ruling in this stylebook. For style questions or suggestions for future revisions, contact Jessica Weber at [jessica.weber@ucr.edu](mailto:jessica.weber@ucr.edu), or by phone at 2-6049.

## A

**academic degrees:** The preferred form is to avoid an abbreviation and use instead a phrase such as: *John Jones, who has a bachelor's degree in psychology.*

Capitalize the formal names of academic degrees, but do not capitalize the discipline or a major, minor, concentration, or field of study: *Bachelor of Science in chemistry, Master of Fine Arts degree with a major in dance*

Do not capitalize incomplete names of academic degrees: *She has a master's degree in business administration. He has a bachelor's degree in geography.* The exception is in the case of proper nouns such as English, Spanish, and French. *He has a bachelor's degree in English.*

Use an apostrophe in *bachelor's degree* and *master's degree*. Spell out "degree" after bachelor's/master's on first reference.

**DO NOT** add degree after doctorate: *He has a doctorate in psychology.*

Academic degree abbreviations should only be used for special circumstances or when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Abbreviations are set off by commas when used after a name: *John Doe, Ph.D., wrote an article.*

The "Dr." title is reserved for individuals with an M.D. degree. Adding the "M.D." after their name is not necessary.

Use periods for degree abbreviations: B.A., M.A., LL.D. and Ph.D. EXCEPTION: MBA is preferred.

**academic departments, colleges, and schools:** Capitalize when referring to the official department/college name, but lowercase generic references: *Susan Straight, professor in the Department of Creative Writing. Susan Straight, a professor in the creative writing department.*

Visit [brand.ucr.edu/editorial](https://brand.ucr.edu/editorial) for more details and guidelines



# Questions for Imran?



# Scotty Appearances

## How to request



# Scotty Request Form

Who can request?

- Only UCR Campus Departments

What you can expect?

- A student team, including a handler, who is ready to make the magic happen

When is Scotty available?

- General business hours, with exceptions upon request and review

How to request Scotty

- [Highlanderlink.ucr.edu/submitter/form/start/690677](https://highlanderlink.ucr.edu/submitter/form/start/690677)
- Search "Scotty Request Form"





## Scotty Appearances

Request us to:

- Boost campus pride and make attendees smile
- Boost the profile of your event
- Create memories for attendees
- Keep the UCR spirit alive and well



# Questions for Colin?