Publicising events

What’s On

The University publicises University events that are open to the public through the What’s On website and e-bulletin. The bulletin is sent to over 11,000 people each month. As a member of the University, you can submit your event to What’s On.

- Visit: http://www.admin.cam.ac.uk/whatson/ click ‘submit events’ in the top right hand corner.
- The ‘submit events page gives information on the type of events that can be submitted to What’s On. If yours fits the brief and you have a raven account click on ‘submit events’.
- Add yourself as a user and follow the instructions to get yourself registered as an event proposer.

Posters and flyers

A simple and effective way of marketing your event is through laminated posters on the railings throughout Cambridge. Many shops and cafes are also happy to display posters. State explicitly on your publicity that the public are welcome, otherwise people might assume that your event is open to University members only. Please abide by the University guidelines when using the logo.

Information and templates for posters and flyers are available at: http://www.cam.ac.uk/brand-resources

City Council distribution service

Cambridge City Council runs a paid-for distribution service to community venues, schools, hotels, pubs, libraries, theatres and city noticeboards. Details at: https://www.cambridge.gov.uk/cambridge-arts-distribution-service

Cambridgeshire Schools

General contact details for Cambridgeshire Schools can be found at: http://www.cambridgeshire.gov.uk/homepage/64/school_search. It is worth using the internet to see whether you can find the names of relevant teachers as this will increase the likelihood that your message is received. Some schools give this information, others don’t.

Cambridgeshire County Council has a weekly mailing to schools in Cambridgeshire. With their approval, they can mail all schools with your printed information. The latest contact number we have is: 01223 703567

STEM Team East, the STEMNET contract holder for this area, send a termly bulletin to secondary schools in Cambridgeshire and Bedfordshire and include events with a focus on science, technology, engineering and maths. Email: stempoint@stemteameast.org.uk

Voluntary and community groups

Both CCVS: http://www.cambridgecvss.org.uk/reports/1 and Cambridgeshire.net: http://www.cambridgeshire.net/ provide lists of voluntary and community groups in Cambridgeshire. As well as organisations including The University of the Third Age http://www.u3ac.org.uk/ there may be special interest groups interested in the subject matter of your event. Many have newsletters and e-bulletins and may be able to promote your event.

Mailing lists

If you have regular events it is a good idea to start a mailing list. You can also enter reciprocal arrangements with other organisations with mailing lists if data protection agreements allow.

www.cam.ac.uk/public-engagement
Online
Consider having an online and social media presence for your event so that people can be directed there from your publicity materials. We are happy to publicise relevant events through the Science Festival and Festival of Ideas face book pages and twitter feeds. Consider posting to online events listings sites including Local Secrets http://www.localsecrets.com/ and BBC Things to do http://www.bbc.co.uk/thingstodo and business umbrella bodies such as Cambridge Network: http://www.cambridgenetwork.co.uk/

Media
Local media outlets include: Cambridge News, BBC Radio Cambridgeshire, STAR FM, Look East and ITV Anglia. Contact the Public Engagement team for advice if you would like to publicise your event through these channels.

The Communications and News teams in the Office of External Affairs and Communications provide support in media relations, including guidance on handling issues and contacts in local, regional and national media. More information on their roles and their contact details can be found at: http://www.admin.cam.ac.uk/offices/communications/

Contact us:
Email: engage@admin.cam.ac.uk
Telephone: 01223 766766
www.cam.ac.uk/public-engagement