Event Promotion

Calendar
The first step once all details are confirmed is to post to the Viterbi Events Calendar [http://viterbi.usc.edu/calendar/]. Select the proper category for the event and proceed to fill out the information in the correct fields. The digital signage in the school picks up the information from the calendar, so it is important that the data is in the appropriate field for proper display (especially event start AND end times). This information is also passed to the Staff and Faculty through the weekly Viterbi Events email, and to students through the optional Viterbi RSS feed.

Flyers
It is a good idea to create a flyer for the event. Once rendered, this is the basis for most of the further steps. Creation should follow the Viterbi Identity Guidelines located at [http://viterbi.usc.edu/identity/]. There are some templates at [http://ee.usc.edu/intranet/templates/]. If you need something specific for a series or event, contact Seth. The existing lecture templates are designed to be used in MS Word and are usable on US Letter and Legal sized paper. New flyers created are recommended to be on 8.5"x11" (US Letter) paper with ½" margins and output as a PDF. This renders the graphics out for printers that may not have PostScript ability (i.e. most inkjet printers).

Flyers can and should be posted to the elevator lobbies (except EEB Main Lobby) and events bulletin boards throughout the department. Likewise, they may be posted in other buildings where appropriate.

Email
The second use for the PDF that was made is digital distribution. There is a list of all current email lists that the department maintains at [http://ee.usc.edu/info/listlists.php]. Most guest lectures and seminars will use the seminar list, but if there is a more targeted list of who should attend, one of the other lists might be a better fit. Please be aware that this is a powerful tool and there should be no more than two mails/event sent out (Typically 1-2 weeks before the event and on the day of said event).
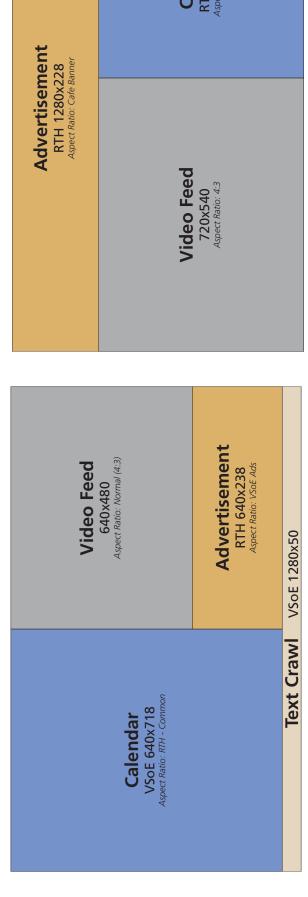
Digital Signage
Within the Viterbi School of Engineering there are many screens available for promotion of an event. If digital promotion outside of the distributed calendar event list is required check the following link or use the attached page showing the dimensions of the screen areas available for advertising [http://viterbi.usc.edu/intranet/dcs/digital_signage/aspect_ratios.htm]. Send the gif or jpg file to be uploaded to Seth with a note as to where it should be displayed. Some assistance can be given in the creation of ads if needed. There are currently (Spring 2011) screens in the following buildings- DRB, EEB, OHE, PHE, RTH. The screens in RTH, OHE, and DRB are arranged in the same layout.
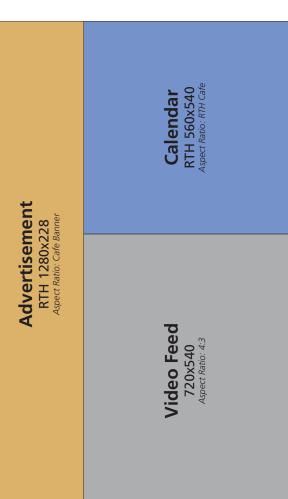
Posters
The department has the capability to print posters for an event. This should be used sparingly, and only in a case where none of the other promotional avenues would work as it costs $10 per 2'x3' poster. An example would be a talk that would be of interest to people in a building with a lobby area that had no provisions for bulletins or a screen in place and are not covered by one of existing distribution options. If one is deemed necessary for the event, send the PDF file to be printed to Allan or Seth.

A note about physical items and digital advertising. The department and school overall are quite large with many events happening daily. It has been found beneficial to start promoting an event about two weeks from the date, as it gives enough time for planning for attendance, but not so far ahead that it gets forgotten in the cloud of daily events.

Digital Signage Relative Sizing

Within the Viterbi School of Engineering there are many screens available for promotion of an event. Shown below are the four screen types currently available for use. All non-grey areas excepting the calendar can have advertisements entered into their rotations.

Advertisement
RTH 1280x228
Aspect Ratio: Cafe Banner

Calendar
RTH 560x540
Aspect Ratio: RTH Cafe

Video Feed
720x540
Aspect Ratio: 4:3

Calendar
VSoE 640x718
Aspect Ratio: RTH - Common

Video Feed
640x480
Aspect Ratio: Normal (4:3)

Advertisement
RTH 640x238
Aspect Ratio: VSoE Ads

Text Crawl
VSoE 1280x50

Calendar/Advertisement
852x480
Aspect Ratio: PHE

Calendar/Advertisement
1920x1080
Aspect Ratio: EEB