

PAD Workshop

Communicating and
Promoting Events

3 November 2015



SMART OBJECTIVES

- Specific
- Measurable
- Achievable
- Realistic
- Timely

Getting a full house for your events

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PAD Workshop, 3 November 2015





Anti-war protest, 15 February 2003

- Biggest demonstration ever in the UK
- Estimates of 750,000 to 2 million
- Broad coalition of supporters
- Widespread promotion: traditional media and word-of-mouth
- Serious subject
- Timely
- Multi-faceted event: demonstration, speeches etc.

Promoting events

- Be creative: multi-faceted events
- Identify audiences: think broadly
- Identify promotional opportunities: internal and external partners
- Create timeline
- Follow-up

Designing a marketing strategy

- Identify audiences
 - repeat bookers and new bookers
 - interest groups, local alumni, young alumni
- Identify promotional opportunities
 - in print, online, social media, Departments, Colleges etc
- Prepare a marketing plan and stick to it

Implementing the strategy

- Run queries to create targeted segments from database
- Send marketing emails
- Promote online
- Share links with Colleges, Departments etc
- Monitor bookings and adjust accordingly

Oxford Alumni Weekend 2015

- Emails: targeted and regular newsletters
- In print, online, podcasts, social media
- Promoted from June onwards
- Results: biggest ever event – 1,170 bookings
- Follow-up: summary report, individual events, survey

What would Professor Rank of my research?



Cambridge Research Strategy



Meeting Rank, OXFORD
 Rank's lecture with the
 Oxford Alumni Weekend



Rank's research in
 Oxford

Rank's research in
 Oxford



Rank's research in
 Oxford

Rank's research in
 Oxford



Rank's research in
 Oxford



Rank's research in
 Oxford



Meeting Minds
 Alumni Weekend in
 OXFORD
 18-20 SEPTEMBER 2015

Alumni Weekend 2015: Opportunities and threats for the future of healthcare

Book now for sessions covering medical breakthroughs, technological innovation and combating disease

To thank you for your interest in our Alumni Weekend in Oxford (18-20 September), we are offering you a sneak preview of this year's programme.

With more than 100 centrally-organised events to choose from, together with a wealth of college-organised activities, we hope you find plenty to tempt and inspire you!

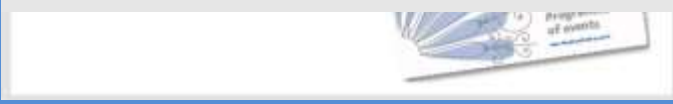


Neuroscientist and Alumni Weekend speaker, Baroness Susan Greenfield (St Hilda's, 1970)

Episode 5, September 2015

Baroness Susan Greenfield CBE highlights how the unprecedented use of digital technologies is leaving a mark on our brains.

[Read more...](#)





Professional networking events

- Six per year
- Oxford and Cambridge Club, London
- Identify popular subjects: children's literature, mobile apps
- Panel of speakers, Q&A
- Include reception

Tell us: let us help you

- 283,000 alumni
- Alumni communication channels:
 - OT Weekly and OT Extra: 75,000 subscribers
 - Oxford Today: 165,000 circulation
 - Oxford Alumni Community for professional networking
 - Facebook and Twitter

It's good to talk



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GET IN TOUCH

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