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
To thank you for your interest in our Alumni Weekend in Oxford (18-20 September), we are delighted to offer 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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