

CSM Event Promotion Checklist

Communications and Marketing at the Cumming School of Medicine (CSM) maintains a range of channels for event promotion. It is best to submit your event promotion request at least two (2) weeks in advance. Here are some channels you can submit your event for consideration:

- Electronic Bulletin Boards (EBB)
- Poster cabinets
- Events calendar on cumming.ucalgary.ca
- CSM Connect weekly newsletter

Guidelines

To encourage consistency with our digital communications and support the university's commitment to student learning, research excellence and community engagement, the CSM has developed guidelines for submitting promotional materials.

Templates are an easy way to adopt the university's identity system. They can be customized with your contact information and content. UCalgary or CSM templates that align with visual standards are available on the UCalgary brand website: www.ucalgary.ca/brand/templates.

Best Practices for Creating Event Promotion Materials

- Align materials with [UCalgary visual standards](#). **At a minimum, all advertising should include the appropriate university/faculty/unit/institute logo.**
- Include a clear message and call to action.
- Double check dates, times and location.
- Keep text simple by using bullet points or short sentences. Avoid including full speaker bios and long event titles or headlines.
- Use short, easy to remember links – use cumming.ucalgary.ca/giving vs. cumming.ucalgary.ca/sites/default/files/teams/15/funding/scholarship28296880%-2019.pdf
 - You can create a custom URL for EventBrite pages. Instructions can be found [here](#).
- Involve faculty/institute/department communicators in EBB creation, if applicable.



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Electronic Bulletin Boards (EBB)



UNIVERSITY OF CALGARY
Alumni Association

**Congratulations,
Dr. Sam Weiss, PhD '83**

2018 Distinguished Alumni
Award for Lifetime Achievement

Learn more:
ucalgary.ca/alumniweekend/archawards

A proud sponsor
of the ARCH Awards

ARCH
AWARDS



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**WOWW:
WORKING OUR
WAY TO WELLNESS**
Committed to a healthy workplace

**Winter Wellness
Challenge Wrap – Up**

March 30, 2018
Noon – 1 p.m.
HRIC Atrium
All are welcome,
enter to win door prizes!

ucalgary.ca/woww

Headlines: 40 points

Body Copy: 24 points

URL/Call to Action: 28 points

Font: Calibri is the University-approved font for EBBs

Important considerations:

- EBB slides must be created in PowerPoint (16:9 aspect ratio).
- Keep content short and succinct. Each slide is displayed on screen for only 12 seconds.
- Messages are posted for a maximum of three weeks but is subject to space availability.

Posters



CUMMING SCHOOL OF MEDICINE
UNIVERSITY OF CALGARY

**TENET i2c
COMPETITION**

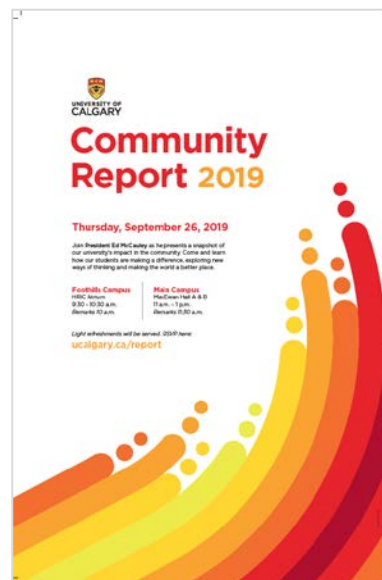
INNOVATION TO COMMERCIALIZATION

TENET i2c is a competition for UCalgary researchers, students and staff. Seven teams will pitch their ideas for a chance to win \$100K and turn their health research into commercial products.

The **TENET i2c pitch competition** will take place on **Tuesday, May 8, 2018. Registration opens at 1:30 p.m.** in the **Libin Theatre**, Health Sciences Centre, 3330 Hospital Drive NW, Calgary.

This is a free public event.
RSVP at cumming.ucalgary.ca/teneti2c

ALBERTA INNOVATES INNOVATE UNIVERSITY OF CALGARY



UNIVERSITY OF CALGARY

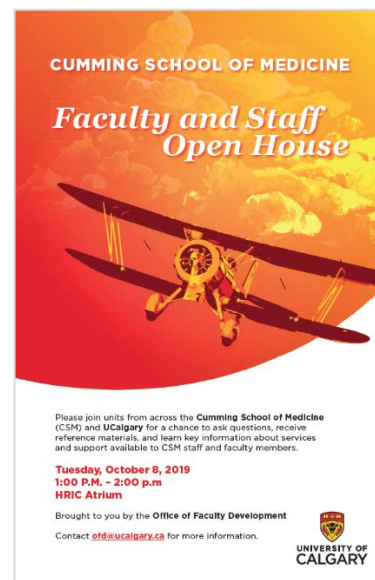
**Community
Report 2019**

Thursday, September 26, 2019

Join President Ed MacKay as he presents a snapshot of our university's impact in the community. Come and learn how our students are making a difference, exploring new ways of thinking and making the world a better place.

Football Campus	Main Campus
10:00 a.m. – 12:00 p.m.	10:00 a.m. – 12:00 p.m.
12:00 p.m. – 2:00 p.m.	2:00 p.m. – 4:00 p.m.

Light refreshments will be served. RSVP here: ucalgary.ca/report



CUMMING SCHOOL OF MEDICINE

**Faculty and Staff
Open House**

Please join units from across the **Cumming School of Medicine (CSM)** and **Ucalgary** for a chance to ask questions, receive reference materials, and learn key information about services and support available to CSM staff and faculty members.

Tuesday, October 8, 2019
1:00 P.M. – 2:00 P.M.
HRIC Atrium

Brought to you by the **Office of Faculty Development**
Contact ofd@ucalgary.ca for more information.

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Important considerations:

- Posters must be 11" x 17" or 8.5" x 11" in size (vertical).
- Submit a digital copy to medevent@ucalgary.ca or nine (9) physical copies to Communications.
- Messages are posted for a maximum of three weeks but is subject to space availability.
- Any posters and/or notices in unauthorized areas including walls, doors and windows throughout common areas will be removed.
- Study recruitment posters are only eligible to be displayed in a dedicated poster cabinet located in the HMRB Atrium.

Event Calendar Listings

The screenshot shows the 'Events' section of the Cumming School of Medicine website. At the top, it says 'Annual events at the Cumming School of Medicine' with two buttons: 'View the full calendar' and 'Upcoming Seminars and Workshops'. Below this, there are two event cards. The first card, titled 'Dean's Talk', features a photo of a man in a suit speaking on a stage. The second card, titled 'TENET i2c', describes an eight-month competition for health-related projects. Below these cards, there are two more event cards: 'CSM Symposium' with a photo of red program booklets, and 'Science in the Cinema' with a graphic of a DNA helix and the text 'ASK A HEALTH RESEARCHER; IS IT SCIENCE OR FICTION?'.

The CSM Event Calendar features the latest information on events such as public talks, seminars, celebrations and more happening at the Cumming School of Medicine. Events submitted for consideration must have a direct connection to the faculty or a department/institute/unit and are open to the wider CSM community. (Requests to share weekly seminars or Grand Rounds on the CSM Event Calendar will not be accepted.)

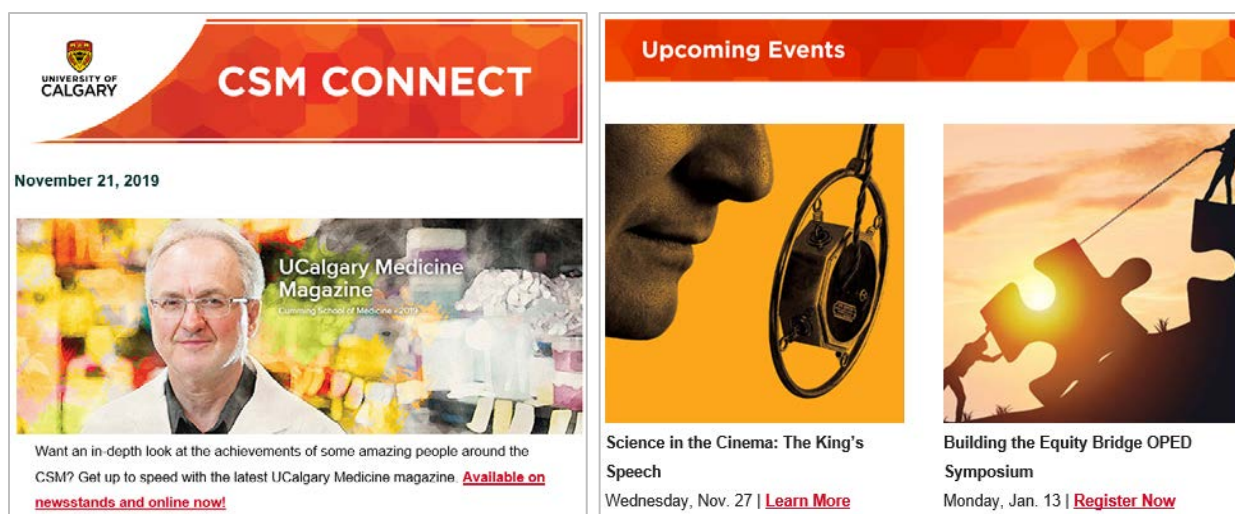
If you do not have access to the LiveWhale program, you may submit your event to be added to the CSM Events Calendar to medevent@ucalgary.ca.



Please include the following information in your email:

- Event name
- Date, time and location
- Event description including speaker names and titles
- Photo or illustration
- Contact information
- Link to registration page, if applicable
- Cost, if any
- Target audience – students, faculty, open to the public?

CSM Connect weekly newsletter



CSM Connect is a weekly electronic newsletter developed to provide students, staff and faculty with an outlet to promote news, events and other general information about the Cumming School of Medicine. To ensure CSM Connect remains well-received and credible, and continues to successfully reach its target audience, please review the guidelines and FAQs:

- **Who receives CSM Connect?** The newsletter is sent to several CSM mailing lists, including the “All-Med” list (approximately 2,000 faculty and staff) and all current medical, BHSc and GSE students.
- **When is it published?** CSM Connect is sent out once a week on Thursdays. Frequency during summer months may vary.
- **What do I need to know before submitting an event?** Please email medevent@ucalgary.ca with the event name, date and link to a webpage with more information. Events will be posted up to three weeks in advance but is subject to capacity. Requests should be sent no later than the day before (Wednesday) at 12 noon.