



## Planning an Event:

- ◇ Start planning early!
- ◇ Follow procedures for making a room reservation!
- ◇ Before you begin, re-read the [Student Leader Handbook!](#)

## Advertising Tips:

- ◇ Use only approved WesternU logos  
E-mail [studentaffairs@westernu.edu](mailto:studentaffairs@westernu.edu) for a logo  
[Click here](#) to view the University's Graphics & Standards
- ◇ Use the University's name properly and in the correct font (New Baskerville): WesternU -OR- Western University of Health Sciences
- ◇ Always include: Who, What, Where, When, Why & Contact Info (e.g. club's e-mail address)
- ◇ If selling tickets include how, when & where to buy
- ◇ Make sure you have permission to use an affiliate's name/brand before using (e.g. Starbucks, Target)
- ◇ If e-mailing your flyer to your class don't send as an attachment—no one will see it! Include it in the body of your e-mail.
- ◇ Avoid using acronyms
- ◇ Include a call to action—what are you asking for and what do they need to do
- ◇ Keep it brief
- ◇ For on campus events, don't advertise until your location has been reserved.

## Monday Mail/Flyer Approval:

### Advertise to the whole campus on Monday Mail:

No need to have your flyer preapproved. Submit it to Monday Mail and we will review it in the process. Be sure to make the deadline or your advertisement will not be included.

([www.westernu.edu/students/event-advertising/](http://www.westernu.edu/students/event-advertising/))

**All flyers must be University Student Affairs (USA) approved and stamped before they can be posted on campus or e-mailed to your college:**

- ◇ To receive a stamp of approval\* e-mail your flyer to USA at [studentaffairs@westernu.edu](mailto:studentaffairs@westernu.edu) or drop it off in SSC Room #101
- ◇ Tell us if you plan to e-mail your flyer and to whom—Our preference is Monday Mail so we will ask
- ◇ Receive approval before printing multiple copies, it will save you MONEY!



**\*FLYERS WILL BE REMOVED IF HUNG INAPPROPRIATELY OR NOT STAMPED**

# Where To Post:

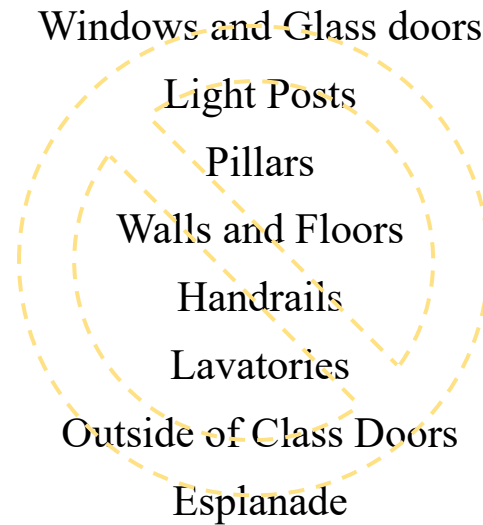
In The Following Buildings:

Veterinary Clinical Center (VCC)  
 Health Education Center (HEC)  
 Health Professions Center (HPC)  
 Veterinary Medical Center (VMC)  
 Health Sciences Center (HSC)  
 University Research Center (URC)  
 Nursing Science Center (NSC)

[View Campus Map](#)

- On Bulletin Boards
- Inside Classroom Doors (see below)
- On Easels Borrowed From USA

# Where NOT\* To Post:



## Class Room Guide:

Program	Building	Room
Shared Rooms	HPC/HSC/BVCC	Student Commons
DMD—Dental Medicine	HEC	Lecture Hall 1, Lecture Hall 2, Classroom B
DO—Osteopathic Medicine	HEC	Lecture Hall 1, Lecture Hall 2, Classroom A
DPM—Podiatric Medicine	HEC	Lecture Hall 1, Lecture Hall 2, Classroom F
DPT—Physical Therapy	URC/HSC	Cooper Hall/Lecture Hall West
DVM—Veterinary Medicine	VMC/VCC	PBL rooms (both floors), Johnston Auditorium & Room 244 (E & W)
MSBS—Biomedical Sciences	URC	Swift Hall
MSMS—Medical Sciences	URC	Swift Hall
MSSH—Health Sciences	HSC/HPC	Lecture Hall East & West/ Bartlett Theater
MSPA—Physician Assistant	HSC	Lecture Hall East & West
MSPS—Pharmaceutical Sciences	HPC	North Conference Room, Pharmacy Conference Room
Graduate Nursing	HPC	Lecture Hall 1 (Prem Reddy)
OD—Optometry	HEC	Classroom E
PharmD—Pharmacy	HPC	Classroom 1, 2 & 3

## IN ADDITION TO POSTING FLYERS ON CAMPUS YOU CAN ADVERTISE YOUR EVENT ON:

Monday Mail	For all campus-wide advertising of student-led events: <a href="http://www.westernu.edu/students/event-advertising/">www.westernu.edu/students/event-advertising/</a>
Events Calendar	Automatically posted when you reserve a location on campus
Club/Class E-mail Account	Ask officers with access. Refer to student leader handbook!
Academic Progress Portal	Speak to your class officers
WesternU This Week	Submit to Rodney Tanaka (rtanaka@westernu.edu) by 2:00 pm Fri. (published on Mon.)
Electronic Display Board s	Please adjust your flyer to appropriate specs (HEC: 1280x720; HPC: 1920x1080). For the HEC monitor, please email your file to: Alyssa Estersohn ( <a href="mailto:aestersohn@westernu.edu">aestersohn@westernu.edu</a> ), for the HPC lobby ViewSonic monitor, email to: Mark Iannuzzo ( <a href="mailto:miannuzzo@westernu.edu">miannuzzo@westernu.edu</a> ), and for the HPC 2 <sup>nd</sup> floor monitor, e-mail to: Stacy Rye ( <a href="mailto:srye@westernu.edu">srye@westernu.edu</a> ).
Library Electronic Display	<a href="http://www.westernu.edu/bin/library/librarydigitalsignage.pdf">www.westernu.edu/bin/library/librarydigitalsignage.pdf</a>
Other Electronic Screens	Ask your Student Affairs Professional