



School Event Planning and Promotion Guidelines

School Event Planning and Promotion Guidelines

This document is intended to answer common questions about how to successfully set up and plan school activities or special events taking place on campus. It also provides tips on how to get the word out about an event before — or after — it takes place. Contacts and helpful links are provided throughout.

EVENT APPROVALS

Student-Organized Events

All events organized by official student organizations or individual students should be approved in advance by Student Services. Students may contact Kathy Candito, kcandito@pacific.edu.

Faculty- or Staff-Organized Events

Faculty or staff-organized events are approved by the respective department, committee or team hosting the event.

If an outside company or organization is interested in renting the school's facilities, please contact the Continuing Dental Education department at cedental@pacific.edu.

ROOM RESERVATIONS

For staff or faculty: reserve a room using the online Event Management System (EMS): <https://ems.pacific.edu/emswebapp/>

For students: Students should contact their student representatives to reserve a room.

To check room availability or view other events scheduled on a particular day: <https://ems.pacific.edu/emswebapp/>

For questions, changes or cancellations to existing requests, please contact the Office of Academic Affairs at 415.929.6437 or dental.academicaffairs@pacific.edu.

ROOM SET-UP, AUDIOVISUAL, VISITOR REGISTRATION

If you have a special request for room setup (e.g., tables/chairs) or need audiovisual assistance, please make your requests when you schedule the room.

If you have questions after making your online request, please contact: Andrew Malimban – Room setup (amalimban@pacific.edu) Rauri Finan – AV support (rfinan@pacific.edu)

To register your guest, please fill out the online form: <http://sfdental.pacific.edu/publicsecurity/visitorreg.aspx>
If you have questions, please contact Public Safety at 415.929.6456 or Tim Fritts at 415.929.6667.

CATERING

The school has a catering contract with James Standfield Catering. Food served at school events should be purchased through this company. For catering questions for student events, or help with ordering food for student events, please contact Kathy Candito (kcandito@pacific.edu) in Admissions. To contact the catering company directly, email jsc@jamesstandfieldcatering.com or contact Alicia Kite at 650.583.3180.

PUBLICIZING SPECIAL EVENTS/ACTIVITIES/NEWS

Are you planning to publicize your event with a flyer, digital signage or an email with graphics? Contact the Design & Photo Department on the fourth floor. You can also submit a job request form online: <http://sfdental.pacific.edu/DesignAndPhoto/newRequest.aspx>. They can help you design an attractive and readable piece that will attract attendees. Please note that there may be a charge to your department to create an event flyer or email with graphics.

If you have other questions or ideas about promoting your activity before or after it takes place, contact the Department of Marketing & Communications. Dan Soine (dsoine@pacific.edu) and Colleen Woo (cwoo@pacific.edu) are available to help and are located on the fourth floor (4B).

There are various methods you can use to communicate your news and events around the school or to external audiences. Face-to-face, in-person announcements at class meetings, department meetings or other venues are very effective.

Other ways to get the word out:

- **Digital monitor announcements.** Monitors are located around the school and in the clinics. To request a special screen for a school-wide announcement, please submit monitor requests *two weeks in advance of an event*. Submit requests online at <http://sfdental.pacific.edu/Intranet/forms/announcementRequest.aspx>. If you have images you would like to include in the announcements, please email them to pr@pacific.edu.
- **Physical flyers.** Physical flyers are only allowed as handouts and should not be posted in the building. Do not post flyers in the elevators, in bathrooms or elsewhere. They will be promptly removed.
- **Email.** Students, faculty and staff are welcome to send email announcements to relevant classes and departments via school email.
 - A note about “Dental_All” – this email group alias goes to ALL staff and faculty and should only be used for announcements relevant to all staff and faculty. (And be careful when responding to messages sent to Dental_All – you probably only want to reply to the original sender, not everyone in the school!)
 - Students may email a specific class through the student class group email alias.
- The **school website**. Contact pr@pacific.edu if you have an idea for a story about your activity or event. (The Events Calendar on the school web site typically includes major school events open to the public or of particular interest to outside audiences.)
- The school’s **“Dental_All” e-newsletter**. The monthly e-newsletter features a roundup of recent school news, upcoming events, photos and more. Please email pr@pacific.edu if you would like to submit an item for Dental_All.
- The school’s **“Oral Health Matters” e-newsletter**. This monthly e-newsletter features events open to the community (such as Give Kids a Smile Day and Senior Smiles Day) as well as oral health tips. Members of the community can sign up to receive this e-newsletter.
- The **Student Blog**. Students are invited to author blog posts on the student blog. The blog typically features student events, community outreach, organized dentistry trips/activities and other happenings around the school. Contact Dan Soine (dsoine@pacific.edu) if you’d like to be a blog post author. You can find the blog here: <http://pacificdugoni.org/sites/students/>
- Other **social media**. The school’s **Facebook** page, **YouTube** channel, **Google+** page, **Twitter** feed and **Instagram** account also offer other opportunities to promote events, activities and news, particularly to a wider external audience. Contact pr@pacific.edu to submit content ideas.
 - www.youtube.com/pacificdental
 - www.facebook.com/dugonischoolofdentistry
 - www.twitter.com/dugoni_dental
 - www.instagram.com/dugonischool/dugonischool

PHOTOS/VIDEOS

Do you need professional photographs taken of your event or activities? Contact school photographer Jon Draper (jdraper@pacific.edu) in the Design & Photo Department to submit a request.

Do you have photos of your own you'd like to share for consideration for use on the web or in future printed materials? Send them to pr@pacific.edu or stop by the fourth floor (4B).

SIGNAGE, BANNERS AND BACKDROPS

If your event requires directional signage or welcome signage/posters, please contact the Design & Photo Department on the fourth floor. Please note, there may be a charge to create event signage or materials.

To “dress up” an event with school banners and backdrops, the following branded materials are available for checkout from the Marketing & Communications office on the fourth floor (4B):

- Table banners with school logo
- Vertical banners with school logo
- 10' x 10' School Display Booth

Small quantities of logo items (pocket folders, pens, notepads, etc.) are available upon request. There may be a charge for ordering promotional items. The bookstore on the 1st floor is also a place to purchase logo items or order other promotional items.



(standing vertical banner)



(table drape)

SCHOOL NAME AND LOGO USE

In written materials listing your event, a reminder that the school name should be written as **University of the Pacific, Arthur A. Dugoni School of Dentistry**. Other approved names include:

- Arthur A. Dugoni School of Dentistry
- Dugoni School of Dentistry
- Dugoni School

Please avoid using the acronym UOP in written materials or electronic messages. The school logo is not to be modified or altered in any way.

- Do not alter the color of the logo or seal.
- Do not change the text of the logo or seal.
- Do not place the logo or seal on an angle.
- Do not place text or graphics over the logo or seal.
- Do not attach the name of your department or group to the school's logo.
- Do not skew, stretch or enlarge the logo to fit the space.



For the full guidelines and identity standards, visit:

http://web.pacific.edu/Documents/marketing/identity/art/PacIDStandards_4_15_04.pdf