How to Promote Your Events

Reaching the people most likely to be interested in your event is key to successful event promotion. Here are some ideas for promoting your event.

1. Submit your event to the CAMPUS CALENDAR.
   - tiny.utk.edu/howtopromoteevents

2. Submit your event to KNOXVILLE EVENT CALENDARS.
   - knoxvilleeventcalendars.com

3. Post a news item on your WEBSITE.

4. Create SOCIAL MEDIA POSTS that link back to the entry.

5. PURCHASE SPONSORED POSTS on Facebook and Twitter.

6. SHARE THE POST with your departmental/college listservs and email newsletters.

7. Use your building or college’s DIGITAL SIGNAGE.
   - tiny.utk.edu/digitalmonitorrequest

8. Consider print or digital EXTERNAL ADVERTISING.

9. SHARE THE POST to APPLICABLE LISTSERVs.

10. Post to APPLICABLE LISTSERVs.

11. Submit your event to KNOXVILLE EVENT CALENDARS.

12. Ask to do an Instagram Takeover for CEHHS’ 10K+ followers.

13. For large-scale events, CEHHS MARKETING & COMM for advice on getting additional external publicity or other promotional materials.

14. EMAIL UTNEWS@UTK.EDU AND ASK FOR IT TO BE FEATURED IN TENNESSEE TODAY. INCLUDE UT CALENDAR EVENT LINK.

15. Share your event with PREVIOUS ATTENDEES by collecting email addresses at events.
Share Your Event with Media Outlets

To submit your event to local media outlets to use in their planners and calendars, send complete event info to the following email addresses or complete the online forms using the information you submitted to the campus calendar.

**ACCEPTS EMAIL SUBMISSIONS**
- News Sentinel's Go Knoxville
  news@knoxnews.com
- WBIR
  news@wbir.com
- WVLT
  wvlt.news@wvlt-tv.com
- The Daily Times
  steve.wildsmith@thedailytimes.com
- Visit Knoxville
  visitorcenter@knoxville.org
- There's More to Knoxville (Arts and Culture Alliance of Knoxville)
  info@knoxalliance.com
- KnoxTNToday.com
  Submissions should be focused on specific areas of Knoxville.

**ACCEPTS WEB FORMS**
- Inside of Knoxville
  Inside of Knoxville’s Ten-Day Planner requests that events be created in Facebook with Inside of Knoxville invited to attend.
- Event Check Knox
  Event Check Knox is for event planners and should be used only for large events like fundraisers, galas, award dinners, large performances, festivals, and celebrations that draw thousands of people. Read their submission guidelines.
- Knoxville Moms Blog
  oakridgetoday.com

**FOR ADVERTISING INFORMATION**
- The Daily Beacon
  865-974-5206
- News Sentinel Advertising
  865-342-6576
- WBIR Advertising
- WVLT Advertising
  865-450-8888
  kara.smith@wvlt-tv.com
- WATE Advertising
- The Daily Times
  865-981-1150
- Visit Knoxville Advertising
  awilson@knoxville.org
- Inside of Knoxville Advertising
  knoxvilleurbanguy@gmail.com
- Knoxville Moms Blog Advertising
- Oak Ridge Today
  865-951-9692
  john.huotari@oakridgetoday.com
- Oak Ridger
  advertising@oakridger.com
- CityView Magazine
  865-690-3000
  rhea@cityviewmag.com