UNIVERSITY OF ALBERTA
FACULTY OF MEDICINE & DENTISTRY

CREATING EVENT MATERIALS

Event materials may be digital or printed (your event website, online registration site or signage, posters, invitation and program). **Familiarize yourself with the [University Brand and Communications Toolkit](#)** for guidelines on communication tools, visual identity standards, and web and social media guidelines.

Sometimes, less is more

Materials with concise text and great images are easier to notice and read.

Keep it consistent

You can "brand" your event with consistent imagery, wording, colours and font across all your materials.

Watch your logos!

The logo is the primary element of the U of A's visual identity system and should appear on all communications.

- Download the logo whenever you start a new project, so you know you have the latest version. **Find the most up-to-date logos [here](#).**

- The logo MUST be placed on a solid background, and can't be altered or modified. Make sure you keep the right proportions.

- **Don't use several U of A logos at once.** If you have logos for different U of A faculties, choose the higher level of logo (for example, the main University of Alberta logo).

- Check the U of A toolkit for more guidelines.

NEED A MEMORABLE WEB ADDRESS?

You can request a Vanity URL (well in advance) to have your event website made into a uab.ca personalized address. Check requirements and make your requests [here](#).

DO YOU WANT ATTENDEES TO REGISTER FOR THE EVENT?

To pick the best registration system for your event, consider:

- How complex is your event? (is it a free lecture where all are invited or is it a multi-day, multi-activity paid conference?) Are you charging a fee?

- Do you have a budget for creating a registration system, are you creating/coordinating the system or are you having someone else create it? [Eventbrite](#) is a common and easy-to-use system for free and paid events.

Posters

- **Try to have posters ready and printed about a month before the event** so potential attendees have time to view, schedule and/or register. For larger events like conferences, you will need more posting time.

- Some basic templates are available to help you create an event poster and screen ad.

- See Vendor Tip sheet for on-campus and off-campus printing options

CHECK IF YOUR POSTER HAS ALL THE INFO

About Event	☑	About presenters/speakers	☑
Event/Presentation title		Full names with title/ academic designation	
Date, time and location		University or institution (especially a visitor)	
Duration		High resolution photo	
FoMD or subunit logo		Biosketch or brief bio (2-3 paragraphs)	
Any other important information for attendees (refreshments or reception to follow, directions, etc)		Talk title (if different than event title) and objectives (optional)	

OTHER MATERIALS TO CONSIDER

Printed / Physical	☑	Digital	☑
Signage (pull up banners, vinyl signs)		Social media images	
Programs (may be a simple one-pager with event schedule or up to a full booklet depending on the needs of the event and budget)		Branded presentation slides	
Postcards		Branded email templates	
Name badges		Advertising pieces	
Swag/Promotional items		Video	

GET CREATIVE!

Have you ever thought of **floor/ sidewalk decals for direction?**

Invitations (Save the Date)

Even if the event is open to all, consider if you should send out special invitations to certain individuals.

- The letter of invitation should be initiated by the highest rank in the area of interest or overseeing the event (ex. Dean, Director).
- Include the same basic information from the posters.
- Include RSVP instructions/links, if needed, with contact person's name and phone/email for any questions.
- **Compile an invitation list: Think about people within the FoMD and the U of A, outside of the university (AHS, foundations, partners) or media you'd like to invite**

INVITING GOVERNMENT OFFICIALS?

Contact the U of A Office of Government and Stakeholder Relations **PRIOR** to sending any communications.