

Broader Impacts Group Publicity Guide

Please refer to these guidelines as you prepare a BIG event or workshop.

Recipients: **Who** are you announcing the event to?

1. Consider broad contacts:
eaps-grad@mit.edu
jp-all-students@mit.edu
broaderimpactsgroup@mit.edu
GSC-Anno
WHOI Calendar/Headlines
MIT event calendar

2. Are there any other more specific groups of people to contact?

Examples include:

Woods Hole Research Consortium (NOAA, MBL, etc.)
MIT science writing dept.
MIT dept. of civil & environmental Engineering
MIT Museum
MIT Science Policy Initiative

Timeline: Keep this timeline in mind while planning.

Recipients	Timeframe for announcement
GSC Anno: http://gsc.mit.edu/resources/anno-submissions/	Submitted ONCE by 12 pm Sunday before event
WHOI Calendar & Headlines: Joanne Tromp (jtromp@whoi.edu)	Submitted at least one Tue before event, can be repeated
MIT event calendar: https://events.mit.edu/edit/edit.do	~1 week before event
Email lists	~2 weeks before event reminder 1-2 days before

The message: Tailored to the announcement submission process/recipients. Shorter and more concise messages are better.

1. How will you **hook** readers? *What is the most exciting thing about the event or workshop? Start here.*

2. Next, specify **what, when** and **where**? *Describe in slightly greater detail the main benefits of the event to the attendees. What will they get out of coming to your event? It is helpful to use active verbs like “engage,” “learn,” “connect,” “contribute,” and “join.” Are there any features of it (e.g, a notable guest speaker) that are worth knowing beforehand?*

3. Finally, consider any additional notices. *Examples: any pre-event requirements like personal statements, “refreshments will be provided”, transportation for MIT/WHOI-based people to attend*

Day of the event: Helpful materials to bring.

1. First and foremost, bring your camera and document!

2. Consider taking the attendance, preferably via a sign-up sheet.

3. Will informational handouts about BIG or the event in general be helpful or necessary?

Post-event:

1. Send a re-cap email to participants, including any summarizing or follow-up materials needed.

2. Remember to thank anyone you worked with (e.g., co-planners, guest speakers).

3. Send a summary to Media Director, afischer@whoi.edu, to post onto BIG website.