

# IFIP Event Marketing / PR Checklist

When marketing any IFIP branded or sponsored event, a consistent and correct use of logos, terminology and messaging is essential for the effective branding and visibility of your event. This checklist is designed to assist you in developing a comprehensive marketing strategy that not only complies with IFIP Bylaws, but is also successful in attracting the right participants and delegates.

## 1. Prior to the event

- Name of IFIP event – If your event is an IFIP-only event, the title should begin with “IFIP”
- Name of jointly-run event - Where the event is run in conjunction with IEEE or another organisation, refer to the General Secretariat to agree on a suitable name
- IFIP Logo – Once the event is approved by IFIP, request a copy of the IFIP logo to include on the event website, and conference and marketing materials, as appropriate. This is particularly important for IFIP flagship events, IFIP events and IFIP joint events.
- Website for your event - Set up a website for the conference. You can set it up as a sub-page of IFIP.org, to take advantage of the existing online asset, for e.g. ‘xyzconference.ifip.org’ or link it to your TC or WG site.
- Local computer society - Once your event is approved, request the contact name and details from the IFIP General Secretariat of the computer society in the country where your event will be located and arrange for an introduction.
- If this is a major event, ask the IFIP Secretariat about the availability of an IFIP roll-up banner for use at the event.
- If the event is a ‘Congress or Forum’ or ‘Open Conference’, email a synopsis of the event with dates, keynote speakers and organiser contact details, to IFIP’s PR team – [caroline@quantumvalues.com](mailto:caroline@quantumvalues.com) or [shuba@quantumvalues.com](mailto:shuba@quantumvalues.com) with a cc to the IFIP secretariat [ifip@ifip.org](mailto:ifip@ifip.org). Plan to do this when the ‘Call for Papers’ is to be announced and then again when keynote speakers and main topics are confirmed, preferably 3-4 months ahead of the event date.
- If there is a LinkedIn or Twitter profile for the TC or conference, send out regular posts or tweets to promote the program. Link to IFIP using IFIP’s LinkedIn Company Profile and the IFIP Twitter handle.
- LinkedIn Page: <https://www.linkedin.com/company/ifip--international-federation-for-information-processing>
- Twitter handle: @ifipnews OR <http://twitter.com/ifipnews>
- Check whether there are journals, newsletters or websites for the communities that your event is targeting and ask to have your event listed in calendars of events in such

publications. You can also gain additional exposure by submitting articles and announcements, posting blogs and adding comments to existing posts etc.

### **TIPS FOR USING TWITTER TO PROMOTE YOUR EVENT**

- When using Twitter for event promotion, it's recommended to send out daily tweets about the event. Inform the TC and WG committees that a Twitter handle or hashtag for the event or TC is available and to share any tweets. Experiment with sending tweets at different times of the day in order to catch the attention of different groups of people.
- Here are sample tweets for WCC 2015, based on press releases available at <http://ifipnews.org>.
  - o World tech conference to teach mindfulness??! <http://ow.ly/R4MZo> @WCC\_2015
  - o @JohnFMorton says #BigData is about people and social responsibility. @WCC\_2015 #WCC2015 <http://ow.ly/Qy0K4>
  - o Do you know the REAL impact of Digital Disruption on the world? Find out at @WCC\_2015 #WCC2015 <http://ow.ly/QxZWD>

Note:

- #hashtag is used to highlight a relevant topic, so followers of that topic will note your tweet
- By using @handle, it links the relevant event or person. In your case, you can link @ifipnews. When IFIP News tweets about your event, it will use your Twitter handle, if provided beforehand.
- Use a URL shortener to shorten the length of your URL, making it easier for Twitter followers to share while remaining within the 140 character limit.

### **TIPS FOR USING LINKEDIN TO PROMOTE YOUR EVENT**

- LinkedIn is a good forum to share articles, including blog pieces, about the conference.

#### **Recent Updates**

**International Federation for Information Processing (IFIP)** Buddhist Monk to Teach Creativity through Mindfulness and Meditation at Leading International Technology Conference  
<https://lnkd.in/bZrgDkX>



**World Technology Conference 2015, IFIP, WCC 2015**  
ifipnews.org · IFIP, WCC 2015, Ajahn Brahm to speak on creativity to technology conferences

**Organic** ⓘ

Targeted to: All Followers

<b>11</b> impressions	<b>0</b> clicks	<b>0</b> interactions	<b>0.00%</b> engagement
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Like · Comment · Unpin · 1 day ago

- Pictures are valuable on LinkedIn; if videos are available, these can also be effective in attracting attention and building awareness.

### **TIPS FOR USING BLOGS AND ARTICLE TO PROMOTE YOUR EVENT**

- If articles from speakers and committee members are published and available online, please send the URL links to Quantum Values. Request these from speakers, when confirming their presentations. Blogs and articles may be used for inclusion in IFIP Insights and used to further promote your conference via social media channels.

It's important to encourage TC and WG committee members and confirmed speakers or attendees to follow IFIP and the conference on LinkedIn and/or Twitter and share posts and tweets.

## **2. During events**

- You can use the time during the event to further engage with attendees, as well as those who are following online and via social media, to raise awareness of conference outcomes and encourage attendance at future events.
- Take photos of audience and speakers during conference sessions, panellists, and cocktail and dinner functions. Consider assigning a photographer for that job or at least assign this task explicitly to someone involved in the event who is willing to allocate time to it. Link to IFIP using IFIP's LinkedIn Company Profile and the IFIP Twitter handle.
- LinkedIn Page: <https://www.linkedin.com/company/ifip--international-federation-for-information-processing>
- Twitter handle: @ifipnews OR <http://twitter.com/ifipnews>
- Use the event hashtag and share at the beginning of all conference and workshop sessions, so attendees can follow the conversation via Twitter.
- When a conference speaker shares an interesting detail or makes an intriguing or controversial point, tweet that as a post.
- Consider assigning someone explicitly with the task of acting as a reporter: take notes, interview people, write summaries, etc., and have this person liaise with Quantum Values to maximise exposure

## **3. Post-event:**

- Encourage attendees to complete the Event Feedback form, particularly if there is a section that allows the attendee to share what they most liked about the conference. Open-ended feedback is invaluable in understanding the conference experience from the attendee's viewpoint and helps improve the event for next time.

- Consider including a disclaimer tick box which says something to the effect of ‘May we use your name and comments for future promotional purposes?’
- Write a post-event summary on the topics and sessions that were particularly newsworthy to share with to IFIP’s PR team – [caroline@quantumvalues.com](mailto:caroline@quantumvalues.com) or [shuba@quantumvalues.com](mailto:shuba@quantumvalues.com) with a cc to the IFIP secretariat [ifip@ifip.org](mailto:ifip@ifip.org). News from events could be:
  - New research or breakthroughs revealed at the conference,
  - Announcements from Governments, universities or large technology institutes and corporations
  - Interesting panel discussions
  - Controversial statements by speakers or panellists.

If you have any questions about how to promote your event, please contact IFIP’s PR team by emailing [caroline@quantumvalues.com](mailto:caroline@quantumvalues.com) or [shuba@quantumvalues.com](mailto:shuba@quantumvalues.com)

Here’s to your next successful event!