

RUSU COMMUNICATIONS DEPARTMENT PROCESS

I need RUSU Communications



Do I have all the information I need to make a request?

Date, time, location, theme, ticket link, printing, design examples etc.

YES



Gather information

NO

Send email request to
rusu.clubs@rmit.edu.au

Clearly & simply state your needs – dot points are great.

Don't send direct emails to individual staff.

If you chat with Jacquie or Jared, make sure to follow up with an email.

RUSU Clubs will let you know that your request has been submitted for design. The Communications Officers will help you, alongside the Clubs Staff Member (s)

Patrick

Artwork/Design
Membership
O-Talks

Shana

Artwork/Design
RMITV/Catalyst
Website

Xavier

Social Media
Comms Strat.
Newsletter



Confirmation email received & any more info requested

Artwork created and emailed out



QUICK GUIDE TO REQUEST EVENT ARTWORK

Gather all your event information

If you don't know the specific details for your event, it's no good promoting it. Finalise all the details before contacting RUSU Communications.



Event Title	Location	Food
Theme	Drink Specials	Ticket Price
Date	DJ Names	General Blurb
Time	Special Guests	

Do some research

Seen something amazing on Facebook? Screenshot it! Based on your event have a look through Google, Pinterest and Facebook to get some inspiration of how you may want your promo to look.



Email at least 4 weeks prior to event

Timing is everything! The best way to have people attend your event is to give plenty of notice and keep momentum.

What you'll get

- A3 Poster
- A5 Flyer
- Facebook Event Image

Extra items available on request

- Postcard
- Instagram Image
- Facebook Cover Image

... and remember, posters will not work alone. Get out and promote!

