



Universität St.Gallen

HSG Alumni

Promotion Kit

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From insight to impact.

Tips on how to market your event communicatively in advance.

- *Contact members of your community:* Send an invitation to the event to members of your community.
- *Contact members of other communities:* Send an email to club presidents who run a club/chapter that fits the theme of your event. The club presidents can then message their community, drawing attention to your event.
- *Send a reminder to your own community:* After sending an invitation for your event to your community, you can send another reminder to your community to highlight your event.
- *HSG Alumni social media channels (daily):* Write an email to alumni@unisg.ch and send a picture and text suggestion to the editors so they can share your event on LinkedIn, Facebook or Instagram.
- *Own social media channels:* Market your event via your own social media channels. Please point out that the events are only open to HSG alumni/ae.

Tips on how to use your event communicatively afterwards.

During the event

- *Own social media channels:* Market your event in your own social media channels. Tag our HSG Alumni page with “@hsg alumni” on LinkedIn so we can share your post.
- *Create your own pictures:* Take photos during the event.

After the event

- *Send HSG Alumni pictures:* Send your pictures to alumnirelations@unisg.ch. We will create a gallery for you on our [HSG Alumni Flickr account](#).
- *Create a short text for alma:* Send a short text (max. 500 characters) to alumnirelations@unisg.ch. We will use your text and images for an article in the alma section “News from Chapters & Clubs”.
- *Share the article in the community:* Share a “discussion post” about the event on your community page and post a link to the photo gallery on Flickr.
- *Contact participants:* Send a message to the event participants, thanking them for their participation and post a link to the photo gallery on Flickr.