How to Promote Your Events

Reaching the people most likely to be interested in your event is key to successful event promotion. Here are some ideas for promoting your event.

- Submit your event to KNOXVILLE EVENT CALENDARS.
- Post a news item on your WEBSITE.
- Submit your event to CAMPUS CALENDAR.
- Submit your event to KNOXVILLE EVENT CALENDARS.
- Create SOCIAL MEDIA POSTS that link back to the entry.
- PURCHASE SPONSORED POSTS on Facebook and Twitter.
- SHARE THE POST with your departmental/college listservs and email newsletters.
- Consider print or digital EXTERNAL ADVERTISING.
- Use your building or college’s DIGITAL SIGNAGE.
- SHARE THE POST to APPLICABLE LISTSERVs.
- Post to APPLICABLE LISTSERVs.
- Share your event with PREVIOUS ATTENDEES by collecting email addresses at events.
- For large-scale events, CONTACT THE OFFICE OF COMMUNICATIONS AND MARKETING for advice on getting additional external publicity or other promotional materials. Submit a request to have your event considered for a university press release.

For more information or assistance, contact the Office of Communications and Marketing at 865-974-2225.
Share Your Event with Media Outlets

To submit your event to local media outlets to use in their planners and calendars, send complete event info to the following email addresses or complete the online forms using the information you submitted to the campus calendar.

**ACCEPTS EMAIL SUBMISSIONS**
- News Sentinel’s Go Knoxville news@knoxnews.com
- WBIR news@wbir.com
- WVLT wvlt.news@wvlt-tv.com
- The Daily Times steve.wildsmith@thedailytimes.com
- Visit Knoxville visitorcenter@knoxville.org
- There’s More to Knoxville (Arts and Culture Alliance of Knoxville) info@knoxalliance.com
- KnoxTNToday.com Submissions should be focused on specific areas of Knoxville.

**ACCEPTS WEB FORMS**
- Inside of Knoxville
  - Inside of Knoxville’s Ten-Day Planner requests that events be created in Facebook with Inside of Knoxville invited to attend.
- Event Check Knox
  - Event Check Knox is for event planners and should be used only for large events like fundraisers, galas, award dinners, large performances, festivals, and celebrations that draw thousands of people. [Read their submission guidelines.]

**FOR ADVERTISING INFORMATION**
- The Daily Beacon 865-974-5206
- News Sentinel Advertising 865-342-6576
- WBIR Advertising
- WVLT Advertising 865-450-8888 kara.smith@wvlt-tv.com
- WATE Advertising
- The Daily Times 865-981-1150
- Visit Knoxville Advertising awilson@knoxville.org
- Inside of Knoxville Advertising knoxvilleurbanguy@gmail.com
- Knoxville Moms Blog Advertising
- Oak Ridge Today 865-951-9692 john.huotari@oakridgetoday.com
- Oak Ridger advertising@oakridger.com
- CityView Magazine 865-690-3000 rhea@cityviewmag.com

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