

# GUIDE FOR PUBLICIZING ONLINE EVENTS

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## QUICK LINKS:

**To request an email event invitation:**

<https://cardozo.yu.edu/event-material-requisition>

**To post on the Cardozo Website Calendar: 25Live Event Request Form:**

[https://25live.collegenet.com/pro/yu#home\\_my25live\[0\]](https://25live.collegenet.com/pro/yu#home_my25live[0])

## 1) REQUESTING AN EMAIL EVENT INVITATION:

**All requests for event invitations must be made by completing the Communications Event Material Request form.**

**FORM DEADLINE: 2 weeks before the event date.**

*\*Invitations will go out approximately 1 week before the event. If you would like one reminder sent out, please notify communications. Reminders will be sent in the This Week at Cardozo event digest. Depending on the volume of invitations being sent out by the school, communications reserves the right to choose the date the invitation will be sent.*

Please note:

- **Event name and description must be finalized and approved** by the organizing faculty member, sponsor or department head when submitting this form.
- **Changes, edits and frequent revisions will delay completion.** Frequent copy changes will be fulfilled only when possible and may move behind other requests in order to keep up with demand, and to be fair to your colleagues.
- **Prevent hackers:** please make every effort to send Zoom or other links only to those on approved mailing lists. It is recommended that event organizers request RSVPs for their online events and only share the event link with those who have registered. Event organizers can use Eventbrite or Google Forms for attendee registration.
- Events are open to: Students, Faculty, Administrators, Alumni\*, The public and other groups specific to your program or department.

\*Alumni will receive two listings of events per month, in order to cut down on Alumni complaints about the number of emails Alumni receive.

## 2) TO POST ON THE CARDOZO WEBSITE CALENDAR:

To have your event displayed on the Cardozo website calendar, please submit a request via the 25Live booking system. Please submit your requests no later than **one week prior to your event**. For instructions on how to submit a request, please follow the 25live online reservation tutorial.

- Please note: Your log-in information for 25Live is the same as you would use for Inside Track. Your Username is the part of your YU email address that is in front of the "@" and then the Password is the first letter of your last name and the last four digits of your social security number.
- If you have never requested an event through 25Live, you will need to activate your account. To activate your access to 25Live: log in and then send an email to [25livesupport@yu.edu](mailto:25livesupport@yu.edu) requesting access. It's a two-part process.

## 3) THE TODAY AT CARDOZO EMAIL

To have your event advertised in the *Today at Cardozo*, please send announcements in plain text format (no jpegs) to Special Events Coordinator, Emma Corcoran at [Emmali.Corcoran@yu.edu](mailto:Emmali.Corcoran@yu.edu). If you would like an announcement to be part of the daily distribution, you MUST submit your information at least two days before you wish notice to be sent. When sending your request, please make sure that the following items are included:

- Title of Event
- Date and Time
- Event link or registration link
- Sponsoring SBA group
- Contact email

Each text may be included twice in the Today at Cardozo email. Once under the "Upcoming Events" section and once under the "Today at Cardozo" section. When sending any text please specify the two dates you would like it to be included and its corresponding section. The announcement can only go out once a day so please be sure to review the text before sending the request.

## OFFICE CONTACTS:

- Invitations- Office of Communications and Public Affairs- [Lawpr@yu.edu](mailto:Lawpr@yu.edu)
- 25Live Requests- Office of Special Events- [CardozoSpecialEvents@yu.edu](mailto:CardozoSpecialEvents@yu.edu)
- 25Live Access- [25LiveSupport@yu.edu](mailto:25LiveSupport@yu.edu)
- Today at Cardozo Requests- [Emmali.Corcoran@yu.edu](mailto:Emmali.Corcoran@yu.edu)