

Promoting your event crib sheet

Top line recommendations for writing about your event

- Write a succinct and distinctive title and description
- Put the most useful information first
- Adapt, optimise, test and connect

1 Crafting your words

Event title

- These must be engaging and succinct as titles show up wherever the event is promoted – event web listing link previews, Facebook event pages, podcast titles, YouTube video titles
- Use title case before a colon and sentence case after
- Character limits apply – to ensure the full title pulls through to YouTube keep it under 50 characters.

Short description and speaker bio

- Our tone of voice is approachable, insightful and dynamic. Make sure your wording is simple, accurate, warm, engaging, and crafted with your event attendee in mind
- What is the most useful, interesting or inspiring information about this event? Put that content first, don't just repeat the title
- Often short descriptions will be used on social media and automatically pulled through to post-event promotion such as the podcast, use the present tense rather than future tense eg, "we discuss" not "we will discuss"
- If a speaker has a long list of affiliations pick the highest profile here (judgement call needed) and have their full bio on the event webpage. Include any LSE affiliation
- Don't let academic or LSE terminology or jargon prevent people understanding what the event is about
- Use an active voice eg, we not LSE.

Page structure (for local webpages)

- Put the most useful content first
- Paragraphs max 4-5 lines, try to vary sentence length
- Break up the page into smaller chunks of information to make it easier to read and digest
- Use subheadings to guide the reader through
- Use a right-hand promo box to link to relevant content eg your mailing list.

Metadata

- 150-160 characters
- This description will be used by search engines and social media, so should be interesting, succinct and unique to each event
- Use key words from the event
- Avoid apostrophes as content after an apostrophe will be cut off by social media channels – the Digital team are looking into this
- Do not take up characters by repeating the page title.

Use LSE house style

- Use LSE not the LSE or our full name
- Put a gap rather than a full stop after initials: R H Tawney
- Use initial caps for specific titles: LSE Director and lower case for general titles eg a professor
- Use a comma rather than a dot in sentences after eg and etc
- Date format: Tuesday 1 September 2020
- Time format: 8.30pm
- Use and not &
- Use italics for titles of books, journals radio and TV programme
- Use double quotation marks, use single ones only for quotes within quotes
- One to 9 and first to ninth in words, 10 and 10th upwards as digits
- Use to rather than a hyphen in ranges: Monday to Friday
- If you don't have our official font Roboto, use Arial.

2 Promoting your event

Now what? Your written communications should pique interest and drive sign-ups. You'll do this by identifying your audiences and channels and optimising your copy accordingly.

Identify your audience and what's important to them. How and where do they like to be communicated with? What do you want them to get from the event and what should they do next? Ideally this will have already happened at the point of designing the event itself. Be consistent and trustworthy to create a lasting connection with them.

Websites, newsletters, social media channels and blogs are your basic suite of communications channels. **Optimise and adapt your base copy for each channel and its audience.** Maximise but don't misrepresent the event. Test copy, images and links before you go live but don't be afraid to change it. Most of your comms will direct potential attendees to find out more and sign up on your event webpage so when they get there, it should be easy to navigate. Put the most useful info first. Be concise.

Make use of LSE's Brand Portal, especially the tone of voice guidelines and style guide. In the context of events, we are welcoming people into LSE to come and hear and make use of the specialist insights we're convening, so make sure your writing feels welcoming too. **You can make a connection by sounding genuine.** Avoid over-used phrases. Be inspired by others but don't copy them. Flex your writing to match your audience eg, an Instagram post and a letter to industry partners probably won't be identical.

For many people the speakers are the draw. One option for Instagram is a striking photo – no branded assets here – with a long form quote from one of the speakers. What else can the speaker do for you? Possibly write a blog, be interviewed separately by students, post about their event on their own social media channels for you to re-post. Email a link to your perfectly crafted tweet for less tech savvy speakers to share.

What should your audience do next? Join your mailing list? Come to your next event? Read a related blog? **Keep your communications consistent and easy to follow.** Audience engagement is not just about imparting academic wisdom but forging a useful connection.

Full guidelines

Visit the Brand Portal for LSE's [Style guide](#), [Tone of Voice guidelines](#), [Digital Knowledge Base](#) and more. Contact us for an informal chat at comms.brand@lse.ac.uk.