

Checklist to promote UNY I-Corps Regional Course Information Session:

Four weeks to event:

- Make sure your course is listed on the official UNY I-Corps Website (Email icorps@cornell.edu with the information).
- Identify related event calendars (e.g. for universities, departments, cities, etc.) and add your event.
- Push the event on social media repeatedly. You can even create a Facebook Event for additional promotion.

Three weeks to event:

- Customize a digital slide (1920x1080) and request it is displayed on digital screens around your campus
- Send an email to applicable listservs (e.g. department, association, or alumni listservs).
- Push the event on social media repeatedly.

Two weeks to event:

- Send an email to applicable listservs (e.g. department, association, or alumni listservs).
- Partner with clubs and speak to classes in your target audience
- Push the event on social media repeatedly.

One week to event:

- If applicable, create a presentation for the event. Photos, logos, videos, etc. can be found in the I-Corps Ambassador toolkit.
- Push the event on social media repeatedly.