

Make your event a success with LOOM's FREE promotional assistance!

AFTER your event is secured, we are happy to offer free promotional assistance as a supplement to your own efforts. Should an event be promoted prior to contract completion, deposit and approval, it MAY NOT include LOOM's name, address or logo.

To assist, LOOM will share:

- As an event invitation on our:
 - LOOM's Google events calendar
 - LOOM's Facebook events calendar
 - Remote worker Facebook group
 - LOOM's LinkedIn events calendar
- In our monthly LOOM newsletter
- On our standard postings across ALL of LOOM's social media platforms

What do you need to do?

- Review the event invitation instructions and suggestions on the next page.
- 2-4 weeks prior, email us a digital event invitation flyer. We will review information, address, and images and relay any potential updates/changes needed. We cannot guarantee our ability to give basic assistance if graphics are approved less than 2 weeks prior to event. 4+ weeks required for extended assistance (*see page 3*)
- After approval, create your event on Eventbrite (*see page 2*)
- Create your event on Facebook via your company or organization's Facebook page and include Eventbrite link so guests can RSVP (*see page 2*)
- Email us Eventbrite and Facebook site links as well as the digital graphics.

LOOM

COWORKING, GALLERY AND EVENT SPACE





INTERNSHIPS 101

CREATE, RECRUIT AND MENTOR TALENT

BROUGHT TO YOU BY:
CAREER AND CIVIC ENGAGEMENT
WINTHROP UNIVERSITY

WEDNESDAY, OCTOBER 16TH
FROM 12PM TO 3PM
STUDIOS@LOOM
118 ACADEMY STREET, FORT MILL SC

16

OCT 16, 2019 AT 12 PM EDT – OCT 17, 2019 AT 1 AM EDT

Internships 101 - Benefits & Logistics for small business owners

118 Academy St, Fort Mill, SC 29715-1838, United States

***We also offer extended
promotional assistance.***

***Please contact us (and see
page 3) for further details
and pricing.***

Promotion tips and guidelines

(see previous page for minimum submission requirements)

Note: LOOM will not distribute information that includes incorrect or incomplete information

Once your reservation is confirmed, you may prepare your promotional materials.

1 - Your event GRAPHIC must include:

- **A Descriptive Title** indicating purpose and specific subject matter or activity. Some event calendars ONLY show the title on listings (ex: Nextdoor) and some ONLY on the graphic.

2 - Your event INFORMATION must include:

- **An Event Description** that explains what attendees should expect to learn or do, which leads to higher attendance. What will be their takeaway? Asking questions is great as well!
- **The Speaker's Expertise** and background information. Why is this person qualified?
- **Contact Information** for the event. Make sure to clearly state that YOU are the contact person and host, not LOOM.
- **Event Link** to your RSVP method. Eventbrite is typically used. Facebook will not provide a reliable head count.
- **Specific Event Location** should read exactly as follows. Either:
 - LOOM Coworking, Gallery and Event Space - 120 Academy St, Fort Mill, SC 29715 or
 - The Studios@LOOM - 118 Academy St, Fort Mill, SC 29715
 - Note: **All Lunch & Learns are held in 118!**

3 - Effective graphics should:

- be a stock or actual image of your event or the subject matter with a logo incorporated. Using only a logo or head shot of speaker looks like a sales pitch!
- include verbiage that is informative without having too much text since on phones and thumbnails it is hard to see the detailed verbiage. Title, date and time are plenty.
- be prepared as a rectangular and square version to be emailed to us. Some platforms crop your original images. Facebook is 2:1 proportion for cover photos while others like Instagram require square images. You could prepare a single rectangular graphic that is then cropped to a square without losing information.

We are also happy to provide images and logos for LOOM (and the Studios) for your promotional needs, however it is required that we have prior approval of all marketing materials prior to distribution (see contract for info).



SAMPLE GRAPHIC

SAMPLE FLYER / INVITE:

The Wisdom Circle - build strong, healthy relationships at work

Are you tired of trying to get your employees to be good teammates? At this session you will explore ...

Dr. Jane Doe, Business Psychologist and author of _____,

Questions? Contact Dr. Doe at _____ .
RSVP _____ .



Do you want your event featured on local calendars and be visible to thousands on social media?

In addition to our free standard promotional services, we offer extended assistance. For a \$30 fee, your event will also be shared on:

- Several local city and town calendars
- Nextdoor- various local areas
- LOOM's in-house member network
- Specific Facebook and LinkedIn groups and pages specifically targeted to your audience
- Other outlets where appropriate.

LOOM

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GALLERY AND
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See previous promotional instructions or contact
ltbutler@loomcoworking.com

