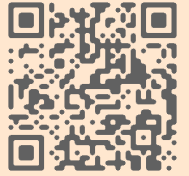




TEAMS LIVE COMMUNICATION PLAN

While every event is unique, an effective communication plan will clarify expectations, increase attendance and engage your audience. Customize this guide to your online event's needs.



RESOURCES

Contact the Office of Communications for [publicity assistance](#).

Follow UTD [brand standards](#).

Get help with a [mass email](#).

Submit request to email [alumni](#).

Request listing in the [Intercom](#).

Share information with [Staff Council](#).



RECOMMENDED SCHEDULE



POST EVENT | 4-6 WEEKS OUT

- Comet Calendar
- Social Media Channels
- Department website & newsletter
- Save the Date place holders on calendars of the Leadership Team (as needed)



SAVE THE DATE EMAIL | 4 WEEKS OUT

- Send message to your listserv
- Include date, time, contact info, registration and event description



REMINDER EMAIL | 2 WEEKS OUT

- Include all previous details and agenda



FINAL REMINDER | 2 -4 DAYS OUT

- Include previous details
- Provide technical instructions:
 - Download Teams App
 - Have device's audio on
 - Turn on closed captioning once event starts



FOLLOW UP EMAIL

- Send follow up survey and copy of presentation to attendees

