How can College Relations & Marketing help you?

There are many ways to promote and publicize your program and/or event – internally and externally.

For an **external audience** – If your project targets the external community, submit your project ideas on this form.

For an **internal audience** (Palm Beach State staff and/or students) – If your project targets only members of the internal community, you may STILL use this form to utilize all of our services. If your project relates to classroom instruction, please contact *MTIS*.

Please complete this form. Those using Acrobat Pro can fill it out online, save it and send as an attachment to CRM at *CRMarket@palmbeachstate.edu*. Those using Acrobat Reader will have to print the form and fax it to CRM at 561-868-3123. A CRM staff member will contact you to go over your request and discuss how we can customize your materials. You may check more than one type of project. Effective marketing and public relations plans usually include several pieces.

Name

Department

E-mail

Phone

Project name

Project description

Project deadline *(Please allow as much time as possible and a minimum of a month's notice: 10 business days to complete your project and 10 business days for your project to be printed and delivered. Complex, multi-piece or multimedia projects will require longer lead time!).*

Event date *(if applicable)*

Materials delivery date

Marketing/PR/Advertising

□ Press release
□ Photo shoot
□ Video shoot
□ Advertisement (paid placement in external media)

*Stories for the **News Center** should be submitted by you via e-mail. See the guidelines.*
Flyer templates are on the CRM page for you to download and customize for your event or program.

□ Other

Events

□ e-card/e-mail template
□ Information card/sheet
□ Invitations/envelopes
□ Program book for event
□ Save the Date card: □ PRINT □ E-CARD

*To promote events on the **College Calendar**, you must complete the form on the college Events page.*

Artwork/Designed Graphics

□ Chart
□ Department identity
□ Illustration
□ Map
□ Name badges
□ Photography image request from our current collection – Please complete and submit the Image Request Form which you can download from the CRM Forms page.
□ PowerPoint (marketing/recruitment only)

□ Other

Web/Digital

□ Promotion under News & Notes on Palm Beach State homepage *(must supply a webpage or flyer link).*
□ Social media presence (Facebook, Twitter, YouTube, Flickr, etc.)
□ Web artwork for your page.
□ Web banner on Palm Beach State homepage *(Restricted to College marketing or news stories; not for event promotion or advertisement).*

□ Other

Print

□ Bookmark
□ Brochure (for program groups only)
□ Direct mail piece
□ Post card mailer
□ Rack card

Signage/Promotional Items

□ Apparel
□ Banner/pennant/sign
□ Poster
□ Table runner/skirt

□ Other

Other

Did we forget something? If so, let us know what you need!