To have an event posted and/or included in an email newsletter

- First, obtain approval for the event from the Bay Area Bruins (BAB) President and Board.

- Then, provide pertinent information about the event to the BAB Communications VP (Website & e-Newsletters) at least three weeks in advance to allow for proper and timely marketing.
What Information to Provide

* Event name (e.g., "Bay Area Bruins Happy Hour")

* Event Date (e.g., "Friday, June 24, 20XX")

* Event location (e.g., "San Jose, CA")

* Event time (e.g., "5:30-7:00 pm")

* Cost for event (if any, e.g., "no-host bar, $5/person cover charge, etc.")

* RSVP deadline (if any)
* Indicate the preferred method of RSVP collection, if any (e.g., Alumni Affairs RSVP button, direct email link to the event organizer, etc.). If you do not have the time (or do not want) to constantly receive/monitor RSVPs for the event, you should request an RSVP button be set up by AA. RSVPs can be collected through the AA portal, and you can request and receive periodic reports.

* Description of event (e.g., "Are you looking for a great place to hang out after work? Do you like discounted food and beverage options? Come mingle, eat, and be merry with fellow Bruins at happy hour in San Jose.").
What Information to Provide (con’t)

* Name and email of contact person. AA requires use of email addresses ending with “@alumni.ucla.edu”. If the contact does not have an alumni.ucla.edu email address to use, one can be set up by AA (provided a forwarding email address is also specified).

**Recommendation:**
The more advance lead time provided, the better. AA could have other work priorities or staffing issues which might prevent marketing efforts from going out immediately.