

SSHA SEMINARS AND EVENTS

ELEMENTS OF A FLYER

If a flyer has been requested for an upcoming event, below are some steps and tools that would aid in the creation of a flyer. With multiple different flyer templates in the SSHA Flyer Library, you may select the flyer that works best for the event and information provided.

EVENT TITLE

The name of the event is listed. As the focal point of the flyer, the title should stand out and clear for the reader to understand.

Titles should be short in length, if possible.

DATE & LOCATION

The date should be located, ideally, under the event title to easily identify when the event will take place.

The location should be listed alongside the date.

Virtual Events will have a Zoom hyperlink.

GUEST SPEAKER

The guest speaker's information consists of their Name, Title, and Institution/Department.

The speaker biography should be about 3-4 sentences in length.

TALK/EVENT ABSTRACT

The event abstract should be located in the body of the flyer.

This should be 3-5 sentences maximum to not saturate the flyer with too much information.

PHOTO IMAGE

If an image would like to be provided for the flyer, the headshot of the guest speaker or general event image can be included.

More than one image may be included as well.

CONTACT INFORMATION

The contact information is normally listed on the bottom of the flyer. The contact should list the faculty/event host's name and email (from Event Request Form).

"For more information, please contact Professor (First) (Last) at (UCM email)"

TIPS

- Select a flyer that would accommodate the image (if provided). If a small resolution picture was provided, use a template that suggests the use of a small image size.
- If the body text (Event Abstract or Speaker Biography) seems to long to include in the flyer, you may may the event/faculty host if condensing the information would be possible