



HIGHER EDUCATION SUSTAINABILITY CONFERENCE

Washington & Oregon Higher Education Sustainability Conference **#WOHESC**

Portland State University | Portland, OR
February 6-8th, 2018

WOHESC Campus Ambassador Program

Program Details & Marketing Schedule

Mission:

- The Washington & Oregon Higher Education Sustainability Conference (WOHESC) is a platform for empowering and inspiring change making, facilitating action, and for sharing, networking, and collaboration related to sustainability within the region's higher education institutions.
- Mission of Campus Ambassador Program to help organize, recruit and champion student support for the sustainability departments to help activate greening programs in higher education.

Ambassador Targets:

- University Sustainability Program Faculty (e.g., zero waste coordinator, event/operations coordinator, sustainability manager, campus grounds, etc.)
- Student Sustainability Workers/Interns

Program Commitments:

- Represent your school at WOHESC.
 - Act as main campus facilitator during the event and help your campus group delve into hot topic campus issues and create a Plan of Action post-conference.
 - We are accepting up to two Campus Ambassadors per school.
 - Recruit your fellow student and staff workers to join you in Portland for the full conference and play an active role in discussions.
- Act as main marketing ambassador of WOHESC on your campus. Produce a consistent marketing campaign to promote your school's involvement in the conference.
- Use the custom marketing toolkit, provided below, to spread the word on your campus!
- Follow marketing schedule provided to distribute promotional information to students, staff and faculty on your campus.
- Campus Ambassadors will receive **complimentary** admission to attend WOHESC.

Media Toolkit: We've created a [promotional toolkit](#) filled with customizable tactics to help you get the word out!

Marketing Highlights: *All strategically scheduled for you on the following page.*

Event Calendars and Posters: Add the conference to your school's internal and external event calendars. Distribute posters (provided) around your campus.

Social Media: Promote through campus sustainability and personal social media channels. See below for samples.

Newsletters & Email: Announce the conference in your internal and external newsletters. We are also able to create a custom HTML for your use (upon request)

Email Signature: Proudly display a WOHESC banner in your email signature.

Marketing Schedule:

Here is a recommended schedule that includes social media posts, custom email sends, event page posts, and much more.

Before December

- Add the conference to your school's event calendars (sustainability department)
- Post weekly on social media
 - Save the Date
 - Early Bird Deadline reminders
- Include an announcement in your monthly newsletters
- Add WOHESC banner in your email signature
- Distribute flyers and posters as provided by WOHESC marketing team.

Early January

- Post 3x week on social media
 - Speaker / Session Announcements
- Send custom email to your networks promoting yours and your campus's participation in the conference. The WOHESC marketing team will create emailer for you.
- Include an announcement in your January newsletter

Late January / Early February

- Post 3x week on social media
 - Programming highlights
 - Retweet event updates from @WOHESC
 - Event details + logistics
- Post social media updates on-site at the conference.

Social Media Examples

Sample tweets:

- Proud to be the (tag your school's Twitter handle here) Campus Ambassador for the Washington-Oregon Higher Education Conference Feb. 6-8 @PSU >> <http://wohesc.org/>
- Join me in representing (tag your school's Twitter handle here) at #WOHESC Feb. 6-8 in Portland! @WOHESC More: <http://wohesc.org/>
- Excited to attend #WOHESC on Feb 6-8 @PSU! @WOHESC Program details & tickets here: <http://wohesc.org/register/>
- Early Bird registration prices end (Date TBD) for @WOHESC! Program details & tickets here: <http://wohesc.org/register/>
- Less than a month until Early Bird Registration for @WOHESC closes. Details & tickets here: <http://wohesc.org/register/>
- Join me in advancing campus sustainability @WOHESC Feb. 6-8 in Portland! Program details & tickets here: <http://wohesc.org/register/>

- Are you joining us at @WOHESC Conference Feb. 6-8? View all event logistics here >> <https://is.gd/PdIekL>
- The upcoming Washington-Oregon Higher Education Conference will discuss engaging students on sustainability & promoting athlete activism @WOHESC <http://wohesc.org/>
- On Feb. 6-8 @PSU @WOHESC will feature experts in enhancing & showcasing campus sustainability: <http://wohesc.org/>

Sample Instagram Post:

Proud to be the (tag your school's Twitter handle here) Campus Ambassador for the Washington-Oregon Higher Education Sustainability Conference Feb 6-8 @PSU to help (insert your school's name) reach the next level of sustainability. @WOHESC #WOHESC Program details & tickets here: <http://wohesc.org/>

Sample LinkedIn/ Facebook Post:

Join me at the Washington-Oregon Higher Education Sustainability Conference on Feb. 6-8, 2017 in Portland. The Washington-Oregon Higher Education Sustainability Conference (WOHESC) is a platform for empowering and inspiring change making, facilitating action, and for sharing, networking, and collaboration related to sustainability within the region's higher education institutions. Find out more here: <http://wohesc.org/>