

PR leaflet for the publication of Academy-relevant events

Dear colleagues!

We are trying hard to advertise and announce the lectures, events, exhibitions and symposia of all institutes and departments in the best possible way, both on the homepage, in the newsletter and on our social media channels. For this, we need your support and the following information in the formats indicated.

There may be press releases for events and events of great relevance – dates that we are aware of will also be communicated to the media event calendars. It is important that we receive your information in time, i.e. at least 2 weeks before the event takes place!

Unfortunately, we cannot guarantee an application if we do not receive the documents on time, complete and in the required form.

Basic data

Please send in time!! min. 14 days before event

Title of the event

Date and time, for exhibitions: Date and time of opening and duration of exhibition

Location: room on campus or zoom link, external addresses to be indicated in full

Organizational unit, organizing institute(s) or institution(s)

Contact person (must have an employment relationship with the Academy)

Texts

Short description: max. 200 characters with basic information, appears in the overview list of all events, e.g. https://www.akbild.ac.at/en/events?set_language=en

Content: The content of the event should be presented in a short text and, if applicable, a program (incl. short bios on the speakers) in a way that is understandable to a wider audience and provides the most important information. Please submit in a Word document so we can copy & paste. Please no PDF's or print templates

Presenters or participants

Translations: All texts must be available in German and English, a corresponding reference to the language of the presentation is useful here.

Proofreading: Please proofread all texts.

Images

For official cooperations with contract/agreement we need the link to the cooperation partner. Only in exceptional cases we can put logos online. These please in the format jpg, 600 px high or landscape

Images: min. 2048px high or landscape, format: jpg, ideally 3:2 for the homepage and 1:1 for Instagram

Alternative texts: To ensure accessibility, we require purely descriptive texts for the images in German and English (no repetitions from captions or texts)

Captions (author, title, year) and the copyright notes (for each image, the work usage rights and image rights of the authors must be clarified separately).

All printed matter (invitations, posters, information, etc.) that you create yourself for the promotion of an event must be sent to the public relations office for review at least 2 weeks before the start of the event. The correct designation of the rooms, institute buildings and ordinariates must be ensured on all printed matter. The Academy's original logo must be used for all of these types of printing. You can download the logo after logging in in the employee area at <https://www.akbild.ac.at/de/universitaet/interner-bereich/visual-identity/manual-vorlagen-logos>

Social media

Instagram: If the Academy is tagged on Instagram in posts, stories or reels (@akbild, #akbild), and there is a content-related relationship to the Academy, the post / story / reel can be shared in the story of the Academy's account.

Facebook

We gladly create an „event“ for the house's events on Facebook. If you have already created an event on Facebook, you have the option of adding the Academy as "co-organizer".

Thank you for your cooperation!

Büro für Öffentlichkeitsarbeit / Public Relations Office