

The Graduate School

Student-Led Outreach and Event Support

The Graduate School's Communication & Outreach team is happy to assist graduate student organizations that are recognized by The Graduate School with promoting and planning student-led events and outreach initiatives.



Event Promotion

Below are a few ways to promote graduate student organization events in addition to any direct outreach by your organization:

TGS Wire

The Graduate School distributes TGS Wire, a weekly e-newsletter to all TGS students every Tuesday around noon. TGS Wire is the primary method used to promote announcements, upcoming events, and professional development and funding opportunities. If you would like your event publicized in TGS Wire, please [email](#) TGS Communications Coordinator Bobby Bobbitt-Bullock with a short description of your event (including relevant dates and registration links) and any event graphics by 5:00 PM the Friday before the next issue is distributed.

TGS Social Media

Social media is a great way to promote your event. TGS can help promote your organization's event on our [Twitter](#), [Instagram](#), and/or [Facebook](#) channels. [Email](#) TGS Events & Outreach Manager Victoria Williams to request to promote your event and include relevant dates and registration links and any event graphics. We ideally start to promote events two to three weeks in advance.

PlanIt Purple

PlanIt Purple is a central repository for events happening throughout the entire Northwestern community. Post your event to the [PlanIt Purple website](#) and select "Graduate Students" as your audience to help publicize your event. If you would like your event displayed on The Graduate School's event calendar, please [email](#) a direct link of your posting to TGS Communications Coordinator Bobby Bobbitt-Bullock.

Northwestern Alumni Association

The Northwestern Alumni Association (NAA) fosters a mutually beneficial relationship between and among Northwestern University and its alumni through meaningful, diverse engagement opportunities worldwide. To promote applicable events to graduate alumni, please [email](#) NAA Associate Director of Alumni Engagement Jaclyn Hugg.



Event Planning

The Graduate School's Communications & Outreach team can guide you with reserving space on campus and securing catering as needed for your organization's event.

Venues

Graduate student organizations are able to reserve a variety of venues on Northwestern's Evanston and Chicago campuses. For a list of spaces and how to reserve them, visit this [event space webpage](#) created by Norris University Center. [TGS Commons](#) and our conference room in [Abbott Hall](#) may be reserved by TGS student groups for events and meetings for TGS students and/or postdoctoral trainees. Please email tgs@northwestern.edu with any questions.

Catering

Your organization can place an order with [Compass Catering](#), Northwestern's on-campus catering provider. Compass bills internally via chartstring. Your organization is assigned a chartstring; please [email](#) TGS Associate Director of Student Life Lauren-Ashley Buchanan if you need help locating it. If you need further assistance with your catering order, please [email](#) TGS Events & Outreach Manager Victoria Williams.

Co-Presenting Events with TGS

There may be opportunities for TGS student organizations to co-present events with TGS. Co-presenting means your organization would help promote the event and a member(s) of your organization may play a role during the event itself. Your organization also would be highlighted in The Graduate School's promotion of the event. If you are interested in co-presenting an event, please [email](#) TGS Events & Outreach Manager Victoria Williams.



Promotional Products

If your organization has the funds to place a promotional product order (e.g., totes, t-shirts, etc.), we recommend using one of the licensed promotional product vendors designated by the University for student organizations. Please [click here](#) for additional information. For further guidance, please [email](#) TGS Events & Outreach Manager Victoria Williams.