



**Ontario
Professional
Planners
Institute**

OPPI Event Tip Sheet

These helpful tips are designed to assist you in planning and submitting an event on OPPI's website and making it a successful one!

Choosing an Event Title

- *Try to think of a creative, punchy title.* Crafting the perfect title can be key to attracting participants to your event. By spending a little more time thinking about what makes your event special, you could make it stand out above the rest.
- *Shorter is better* and more likely to grab people's attention. Shorter is also better for social media posts and promotional purposes. Your title should be a brief summary of what your event is about; details can be presented in your description.

Posting on the Website

Include all of the following when posting your event:

- *Detailed 3-4 sentence description.* You only have your audience's attention for a short time so include the most important information at the top.
- *Contact information.* If the OPPI administrative staff who approves your event or possible attendees have a question, they need to know who to contact. Please include a name, phone number and email.
- *Location of the event.* Include the exact address and directions to the event location. A link to a map would also be helpful.
- *Start and End Times.* Please remember to include the start and end times of your event.

Flyers & Promotional Materials

- A this time, we encourage our Districts and our partners to develop their own flyers and promotional materials. If this is not available, OPPI will use OPPI-branded templates or generic stock photos to promote your events.
- The OPPI logo should not be used without OPPI's approval. When partnering on an event, the OPPI logo is approved for promotional material for one-time use only.
- If you do not have your banner on file or need approval for the use of the OPPI logo, please contact OPPI's Communications department at communications@ontarioplanners.ca.

Create a Template for Your Team

- *A helpful idea may be to create an event template* in MS Word that works for your team. Team members can fill out the template when they begin to organize an event. This will make it easier for your team and will help ensure that no information is left out or forgotten.

Photos & Social Media Postings

- OPPI loves getting photos from District and partner events, so optimize the success of your event and email these to communications@ontarioplanners.ca which may be posted on to OPPI's social media channels. Delegating someone from your event planning team to do this is a good idea.
- Tagging OPPI on Instagram [@OntarioPlanners](#), Twitter [@OntarioPlanners](#) or on [Facebook](#), and using the hashtag #OPPI, will make it more likely that we will share and promote your event even more.

*Have questions about the posting of your event? Contact OPPI's Education Manager at education@ontarioplanners.ca.