



Marketing Support

This information is for all staff in the College of BGL requiring marketing and events support to ensure that our resources are spent on the key priorities of the College – broadly speaking these BGL priority goals are increasing our international on-shore student load and improving our research performance.

In order to help manage the workload in the marketing and events areas, we have done several things:

We have introduced a simple Marketing/Events request form. This form must be filled out by any staff member who is requesting support for marketing, the website or an event. The link to the form can be found [here](#), alternatively it can be accessed from the University Home Page>Quick Links>College Support Guide>College of Business Government and Law>FAQS>Marketing and Events, select “I need help with marketing, website or events”. You will see the relevant button to access the form. Requests will be prioritised in line with our College goals. All new marketing, website or events activity must be requested via this form.

Sometimes requests that are not chiefly marketing also involve a marketing component, and also therefore involve submitting a form as they require resources. Not all requests can be met and priority will be given to those meeting BGL goals.

Please note that all marketing/events requests must be submitted via the form.

OCME Lead Times

To assist staff in planning for marketing and events and ensure we can provide timely services, we have documented the lead times required for OCME to provide key marketing or event services.

Full details on the range of OCME lead times can be found [here](#), alternatively, this information can be accessed from the University Home Page>Quick Links>College Support Guide>College of Business Government and Law>FAQS>Marketing and Events, select “I need help with marketing, website or events”. You will see the relevant button regarding OCME lead times.

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