**Guidelines for Advertising SFBS Events**

1. Advertising for Seminars or Section Events:
	1. When date/topic/venue are confirmed:
		1. Create event on CWEA website via <http://events.cwea.org/events/local/add>
		2. Create event on CWEA SFBS calendar by sending a “save the date” calendar invite to cweasfbs@gmail.com
		3. Email a “save the date” blurb (preferably with seminar flyer attached) to the SF Bay Section webmaster (Nick Hansen at cweasfbs@gmail.com or cwea.sfbs.comm@gmail.com) for e-blast
	2. When the flyer is completed at a later date:
		1. Forward flyer to CWEA webmaster so that they can update the event
		2. Update calendar invite to CWEA SFBS
		3. Email an updated blurb and flyer to SFBS webmaster for e-blast
		4. Email the seminar flyer with updated blurb to the Committee’s advertising email list (this email list typically includes active Committee members for each respective committee; it may also include neighboring local Sections or other related organizations).
2. Committee’s Options
	1. Copy the Committee Chair, Committee Vice Chair, and the particular seminar or event chair/co-chair
	2. Create, maintain, and update a Committee advertising email list (delete any out of date emails)
	3. To the extent practical, use “bcc” for nonCommittee emails, especially when advertising events.  Many people are extremely sensitive about sharing their email address, and we don’t want to inadvertently add to people’s spam email.