



# School Open Event Promotion Checklist

*A simple guide to help your school plan ahead,  
look polished and avoid the last-minute rush.*

A strong open event does not start when the doors open. It starts earlier, with the way your school is seen online, the consistency of your messaging and the confidence families feel before they ever visit.

This checklist is here to help schools get ahead, stay organised and avoid pulling everything together at the last minute with a printer that has suddenly developed emotions!

## 8 to 12 weeks before

- Confirm the date, time and format of your open event
- Decide who the event is aimed at
- Agree the key messages you want families to leave with
- Review your website and admissions information
- Check that contact details and enquiry routes are clear
- Look at the photos currently being used online
- Decide whether you need fresh photography or video
- Start planning your social media content early

## 4 to 6 weeks before

- Create graphics for social media and your website
- Draft email or newsletter copy
- Review banners, prospectuses and signage
- Make sure dates, timings and booking details are consistent everywhere
- Brief reception and office staff
- Decide who will welcome visitors and answer questions
- Check the journey from interest to booking is clear and easy

*Open events are not just about the day itself.*

*They start with the impression your school creates beforehand.*



## 2 to 3 weeks before

- Post more regularly about the event
- Share reminders across your channels
- Highlight what families can expect
- Use warm, current examples of school life
- Check that booking forms and links work properly
- Review signage and printed materials
- Double-check spelling, dates and event details



## 1 week before

- Schedule final reminder posts on social media
- Re-share key information and booking links
- Make sure the website page is easy to find
- Confirm that all staff involved know the plan
- Avoid relying on panic, guesswork or “I thought someone else had done it”

# THE EVENT!

## After the event

- Share a thank-you post
- Follow up with useful admissions information
- Keep momentum going with further content
- Review what worked well and what felt rushed
- Make notes while everything is still fresh

## Quick self-check

- Does our website give a strong first impression?
- Are our photos up to date?
- Does our social media reflect school life well?
- Are our messages clear and consistent?
- Would a prospective parent feel confident after looking at us online?

## Need a hand?

Mitchell Digital Media helps schools with social media, photography, video and design, so open events feel better promoted, more polished and a lot less last minute.

### Get in touch today!

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