

E-Mail title: Upcoming Digital Events / Event you /

Infrastructure:

- the website will provide a monthly overview of events
- a monthly 'newsletter' email will contain the same information (a list of upcoming events and links to register)
- Links to the (updated) website will be shared in other channels (instagram, telegram)

Next steps:

Solid template for email - and infrastructure for websites.

Project folder for collection of information.

Website Text - Intro text for the mail.

Google sheets table with a collection of events.

Containing all categories from below + month + year

Technical side of email collection

First Mail for February

What do we want to paste from mails:

1. Who is the event from?
2. Title
3. Category of event
4. Registration date
5. Language
6. Events date
7. Cost
8. Link

Example:

Website as central platform of communication ordered with monthly events

This **Event Mail** is to inform interested students from MCTS and HfP about upcoming digital events at TUM School of Governance, TUM and external organizations. The events should be cost-free, online, non-discriminatory and sent out monthly. Touching the studies of Politics & Technology, STS and RESET. Purpose to inform students

On the topics: Politics, Technology, Society, Personal Growth, Economics, digital Work, Environment initiatives, Offers from Hochschulgruppen

Topics that we are not making:

1. Sending out one Email to all HfP and MCTS students stating the purpose of the Mails and giving them an option to subscribe.
2. Before we send out the event we will cross-check them: not only affiliated to one single party or a recruiting event.
3. Periodicity: Monthly
4. Suggestion: We can also at the End of the Email leave the Fachschaft-Email Address and stress the importance to create a one to one communication if they have question, suggestions or ideas
5. How are going to get the Email-Address of all students? Concerns about data protection → Talk with administration of the HfP for help to promote the first invitation Email, Social Media, Groups of Whatsapp....

Workflow for project

1. How many hours do we want to invest?
2. Only we two? or should we involve more people?
3. Layout of the Email? → Maybe here we can contact the two guys that manage social media and ask for templates?

Website text:

If you really enjoyed an event or didn't like it at all, please contact us. You know a super interesting upcoming event: write to us.

Unsubscribing through Mail to the Fachschaft.