



Student Project Awards

Spread the Word — Useful Communication Best Practices

We've put together our best practices to ensure your students get the news and are excited about their complimentary ArchDaily Campus subscription and the ArchDaily Student Awards.

→ Get Creative

Make the most of our communication packages. Use the promotional assets and templates across your digital channels and campus spaces to maximize awareness and student engagement.

→ Use Your Communication Channels

We provide a variety of ready-to-use offline and online assets and templates. Share them across all your communication channels to ensure the message reaches students wherever they are.

→ Repeat the Message

Share the materials multiple times. Students notice messages more when they appear repeatedly

→ Timing Matters

Follow our communication timeline to help your students take action at the key stages.

→ Place Materials in High-Traffic & Relevant Areas

Display and share printed and display materials in locations students frequently pass or gather, such as cafeterias, libraries, hallways, lounges, or studio spaces, and labs. PS: Don't overlook high-traffic "hidden" spots. Restrooms can be surprisingly effective for catching students' attention!

→ Keep Materials Visible

Avoid putting posters in hidden corners; place them at eye level or near entrances/exits for maximum visibility.

→ Faculty Support

Encourage professors, lecturers, and teaching assistants to help spread the word and to remind students during lectures, tutorials, or studio sessions.

→ Encourage Peer Sharing

Ask student representatives or student organizations to spread the message among their peers to amplify reach.

