



Boston Society for Architecture  
290 Congress Street, Suite 200  
Boston, MA 02210-1024

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## BSA 2020 [Virtual] College Fair Partner Tool Kit August 2020

We encourage you to spread the word about the BSA's annual Architecture/Design College Fair to students, parents, colleagues, associates, and friends. You can use the images and/or text below to compose an email or social media post. Please contact Polly Carpenter, director of public programs, with any questions or requests at [pcarpenter@architects.org](mailto:pcarpenter@architects.org).

### Event description

This year the BSA Architecture/Design College Fair will be held virtually. High school and undergraduate students interested in architecture, interior design, landscape architecture, and urban design will have the opportunity to meet with representatives from architecture programs across the country.

A virtual marketplace will allow students to interact with representatives from schools. In addition to the college marketplace, the event will feature a series of workshops and panels from design professionals and educators to help students define their path toward an architecture career.

September 15, 2020—School registration deadline

September 23, 2020—Student registration deadline

September 26, 2020—College fair, 10am-2pm

Location: Remo digital platform; more information will be sent to your email

### Social media pages

Include the following hashtags and handles in your social media posts: #BSACollegeFair @BSAAIA

Tag BSA in social media posts, linked below.

Facebook: [@BSAAIA](https://www.facebook.com/BSAAIA)

Twitter: [@BSAAIA](https://twitter.com/BSAAIA)

Instagram: [@BSAAIA](https://www.instagram.com/BSAAIA)

LinkedIn: [Boston Society of Architects/AIA](https://www.linkedin.com/company/Boston-Society-of-Architects/AIA)

### Suggested hashtags

#BSAAIA #collegefair #collegebound #collegeready #collegeprep #collegeadvice #collegetips #collegeplanning #highschool #parenting #architecture #design #AEC #hsgraduation #highschool #senioryear #school #professional #collegeadvisor #collegeadmissions #admissions #financialaid #scholarships #portfolio #art #talent #career #classof2020 #classof2021 #classof2022 # classof2023 #boston



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## Suggested Marketing Language

### For email, Facebook, Instagram, and LinkedIn:

Save the date! The annual BSA Architecture/Design College Fair will be held virtually this year on September 26, 2020 from 10am-2pm.

High school and undergraduate students will have the opportunity to meet with representatives from architecture programs across the country. Schools will be available to present to and interact with students and parents. The event will feature a series of workshops and panels from design professionals and educators to help students define their path toward an architecture career.

### For Twitter:

Save the date! The annual BSA Architecture/Design College Fair will be held virtually this year. High school and undergraduate students will have the opportunity to meet with representatives from architecture programs across the country!

September 26, 2020  
10am-2pm

BSA posts for Social Media

### Banner image

