**Event Consultation Services**

The Marketing Communications team is poised to assist the Advancement team and Dean’s Office with events. We can provide a variety of levels of support, depending on the need. Our support can range from providing consulting expertise to your team to much more detailed assistance on those events where Marketing Communications is noted as the lead on the Events Calendar. To better understand our services **when we are identified as the lead**, please reference the following table:

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| --- | --- | --- |
| **Activity** | **Responsibilities/Leads** | **Week** |
| Secure date and place on calendar | Advancement Assistant will work with the Advancement team to identify the event date and get the event on the calendar. | 12 |
| Kick-off | The Marketing Communications Coordinator will coordinate with Advancement Assistant to schedule a kick-off meeting to discuss the event in detail. **This meeting MUST occur a minimum of 12 weeks prior to the event date.** The purpose of this meeting is to gain a clear understanding of the event, the event purpose and to agree on a timeline for key activities, identify leads for those activities, and determine the budget. *All events, regardless of owner, require a kickoff meeting. See MarComm services website for event planning checklist.* | 12 |
| Venue | After the kick-off meeting and based on the budget, the Marketing Communications Coordinator will research venues and provide options to Advancement. **This activity should happen within 2 weeks of the kick-off meeting**. | 11 |
| Catering | Based on the budget, the Marketing Communications Coordinator will identify and secure the caterer for the event and order all the food and beverages. | 10 |
| Logistics | The Marketing Communications Coordinator will secure any audio visual equipment or other special equipment needed to accommodate the event activities. | 8 |
| Invitations | During the kick-off meeting the group should determine whether print invitations are required, or if everything can be done as an e-vite (or a combination thereof). It is the responsibility of the Advancement team to provide Marketing Communications with the list of invitees, their Advance IDs, their mailing addresses and email addresses, as appropriate, and the invitation copy. The Marketing Communications team is responsible for design/layout of invitations and printing/distribution of the invitations. Invitations should drop 5-6 weeks prior to the event date. | 12 |
| Print Invitations | **The MarComm team requires 6 weeks for turnaround of print invitations:**1 week for content development 1 week for design1 week for approval2 weeks for print1 week for mailing servicesIf additional invites are needed after the send date, the Advancement Assistant will handle those requests. | 12 |
| Convio Invitations | **The MarComm team requires 3 weeks for turnaround of invites through Convio.**1 week for design and content development and design2 weeks for Convio list-loading and approval | 12 |
| RSVPs | RSVPs should be managed by the Advancement Assistant or the departmental liaison. If the RSVP process is through Convio, the MarComm Coordinator will manage. Typical RSVP cut-off is 10-14 days prior to event. | 6 |
| Registration | The Marketing Communications team may handle registration for events, depending on event details. Please allow 5 days turnaround.  | 6 |
| Briefing Documents | The Advancement Assistant and the Advancement team members are responsible for producing the briefing documents for the event. The Advancement team is responsible for the content that is provided at the event. The Marketing Communications Coordinator will contribute the logistics information for the briefing book, including the timeline, meal and parking information to the Advancement Assistant. Ideally, the briefing documents will be finalized 2 weeks prior to the event date. [Presidential briefings are due to the President’s Office **2 WEEKS** prior to any event.] | 2 |
| Signage | The Marketing Communications Coordinator will be responsible for obtaining appropriate signage at the event. If customized printed signage is needed, please allow for two weeks for production. | 2 |
| Nametags | The Marketing Communications Coordinator will take the lead in creating the nametags for the event. The Advancement Assistant may be required to provide support on this task. | 1 |
| Day of event logistics | The Marketing Communications Coordinator will be the lead for the day of set-up. She/he will work with the Advancement Assistant to assign staff to key duties such as check-in, placing signage in strategic locations, etc.  | 0 |
| Day of event | The Marketing Communications Coordinator is the lead person during the event who will interact with catering and other vendors. She/he will trouble shoot and handle any logistics issues that may arise. Therefore, it is typical that the Advancement Assistant be in attendance to help with check-in of guests, etc. The Marketing Communications Coordinator will also take the lead in ensuring that things are cleaned up and put away after the event is finished. She/he will likely need the help from team members, and those assignments will be made clear prior to the day of the event. | 0 |
| Payment | The Marketing Communications Coordinator will secure the budget code number from the Advancement Assistant to pay for alcohol, food, flowers and printing of invitations and programs. | 0 |

[It is difficult to anticipate every scenario for each event, but this table provides a guide regarding roles and responsibilities for those events where Marketing Communications is identified as the lead.]