

EVENT PLANNING CHECKLIST

At least 3 weeks out:

- Reserve a room in the library through media services; in a classroom through Michael Rachal rachal@loyno.edu and for Nunamaker or Rousell through Stewart Becnel sjbecnel@loyno.edu. See <http://studentaffairs.loyno.edu/cocurricular/event-planning-guide>
- Obtain high resolution images of speaker for use in publications, publicity, website, etc. If you are requesting an image in the slider on loyno.edu the image will have to be horizontal and high resolution.
- Submit publicity request, request image in slider on loyno.edu:
www.loyno.edu/news/publicityrequest.php
- Prepare copy & submit publications request for flyer/poster/program/banner
www.loyno.edu/ia/publications/requestform/
See timeline at
<http://advancement.loyno.edu/marketing/initiating-external-marketing-project-and-banners#timelines>
- Add to university calendar by emailing Annie Goldman agoldman@loyno.edu or department webmaster

At least 2 weeks out:

- Create spotlight - Annie agoldman@loyno.edu or department webmaster
- Obtain parking passes for speaker by emailing parking@loyno.edu
- Send parking pass and map/directions to speaker(s)
- Arrange for media equipment -
http://library.loyno.edu/help/forms/equipment_request.php
- Post flyers/posters over campus, bring to coffee shops and bookstores, Tulane, UNO, etc.
- Book Harold Baquet by emailing James Shields jshields@loyno.edu to photograph event

- Send copy for mass email to alumni, faculty, staff and/or students to Annie at agoldman@loyno.edu. Tell Annie when you want the email sent and to whom and if you also want a reminder sent.
- Submit event details in jpg format to Danna Center plasma screens by emailing dscads@loyno.edu (optional)
- Submit event details in jpg format to stallst@loyno.edu for inclusion in the "Stall Street Journal"(optional)
- Contact bookstore to arrange for a display, if appropriate (optional)
- Arrange for event to be videotaped by contacting Phil Rollins rollins@loyno.edu (optional)
- Arrange for catering if necessary

At least 1 week out

- Announce event to your classes, ask other faculty to do so as well
- Approve press release written by Sean Snyder, if necessary
- Walk-through with Stewart and speaker, if necessary
- Prepare sign-in sheet, if necessary