

Event: *Advertising & Public Relations Night*
Previous Date: November 18, 2008
Location: Mendoza College of Business L014
Officer Lead: Will Shea

Description:

Professionals in the advertising and public relations fields spoke to Notre Dame students on their own career paths, their firms, their day-to-day, etc.

Goal: To have an audience of at least 30 students for this last event of the semester.

Planning Checklist:

- Create a Committee with at least 5 Marketing Club members (at this point in the semester, it should be those people interested in becoming officers) to help complete the following tasks.
- Initiate SAO Online approval completing any and all necessary modules.
<http://sao.nd.edu/saonline/>
- Get speaker contracts signed and submitted to SAO.
- Arrange for a room to be used for the event through Professor Weber.
- Arrange for Observer article about the event– contact the News Department
 - Run an Observer ad for three days leading up to the event. Email observed@nd.edu
- Design, print and distribute posters promoting the event – have up for 1 week prior to event
 - Must get SAO approval stamp on one poster before making copies (requires at least one speaker contract)
- Consider making table tents to go up in the dining halls to promote the event.
 - Email adworks@nd.edu to design, print, and distribute these for \$100.
- Ask various departments to send mass emails to students. Send reminder email closer to event.
 - **Marketing:** Sandy Palmer – Sandra.a.palmer.14@nd.edu
 - **Graphic Design:** Mary Kutemeier – Mary.A.Kutemeier.1@nd.edu
 - **FTT:** Christina Ries Christina.Ries.6@nd.edu, Jackie Wyatt wyatt.5@nd.edu
 - **Computer Science/Engineering:** cse@cse.nd.edu or admissio.1@nd.edu
 - **Computer Application Program:** Dana Calderbank – dana.p.calderbank.1@nd.edu
 - **Marketing MBA program:** Judy Miller – jmille23@nd.edu
 - **St. Mary's Marketing Dept:** Karen McDonald – kmcdonal@saintmarys.edu
 - **Career Center:** Kevin Monahan kmonahan@nd.edu or ndcps@nd.edu
- Ask other officers and planning committee to give brief presentations to Marketing classes week prior to event.
- Bring water bottles and name tags for speakers.
- Purchase thank you gifts for speakers – preferably The Shirt, mugs, or other relatively inexpensive items from the bookstore.
- Assign someone to introduce the event and each of the speakers (from memory).
- Assign someone to produce an event program including all relevant information about event format, speakers, names of those responsible for putting on the event, etc.
- Request that speakers send any multimedia presentations they might have ahead of time to be sure they are up and running for the event.

- Let speakers know where they should park.
- Be sure that each committee member brings at least 3 people with them to the event.
- Send hand written speaker thank you notes the day after the event.
- Order pizza morning of the event (3 large pizzas should be more than enough)