

Event: *New Age Media Seminar*
Previous Date: February 20, 2008
Location: Mendoza Room 122
Officer Lead: Madeline Nies

Description: The seminar is designed to highlight information about both sides of the media markets – the companies that use the media to gain exposure and the agencies that sell the media to them. Starcom MediaVest Group, a leading media specialist company, helps organize and host the seminar. Other speakers include top professionals from Google/YouTube and MySpace. The seminar is open to all students curious about media and advertising, and may be particularly interesting for students concentrating in Marketing, Graphic Design, FTT, Computer Science/Engineering, Computer Application Program, and MBA students.

Goal: To attract at least 100 students to the Seminar.

Planning Checklist:

- Create a Committee with 6-8 Marketing Club members to help complete the following tasks.
- Initiate SAO Online approval. <http://sao.nd.edu/saonline/>
- Contact potential speakers. Ask Professor Weber to initiate email correspondence.
 - Beth Doyle, Starcom, Supervisor, Beth.doyle@starcomworldwide.com
 - Carrie Sweeney, Starcom, Associate Director, Carolyn.Sweeney@starcomworldwide.com
 - Bryce Emo, MySpace, Senior VP of Branded Sales, bemo@myspace.com
 - Mark Flaharty, Google/YouTube, Regional Sales Manager, mflaharty@youtube.com
- Arrange for Observer article about the Seminar – 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
- 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 to give brief presentations to Marketing classes week prior to event.
- Order Pizza for during and after the event – call the morning the event. 8 pizzas.
- Arrange gift baskets for the speakers as a Thank You. Consider The Shirt or coffee mugs.
- Create an agenda for the event, with bios of all speakers. Make copies for everyone.
- Create a more detailed agenda for you to follow as host/organizer.
- Coordinate clean-up after the event with officers and your committee.
- Send hand written thank you notes to speakers the day after event.

NEW AGE MEDIA SEMINAR

University of Notre Dame
Wednesday, February 20th, 2008
5:00-7:00pm, 122 Mendoza College of Business
Presented by the Marketing Club

- 5:00-5:05 **Introduction:**
Madeline Nies, Marketing Club VP
- 5:05-5:35 **Media Planning for the New Age: Starcom MediaVest**
Carrie Sweeney, Associate Director
Beth Doyle, Media Supervisor
- 5:35-6:05 **Broadcast Yourself™: The Power of YouTube and Google**
Mark Flaharty, Director of Sales for Midwest
- 6:00-6:15 **Pizza Break**
- 6:15-6:40 **A Place for Friends™ (and Brands): MySpace**
Bryce Emo, Senior Vice President of Branded Sales
- 6:40-7:00 **Q&A session**

Notes: