

MARKETING CLUB | Event Planning Process

Event: South Bend Silverhawks Game
Previous Date: April 21, 2008
Location: Coveleski Stadium
Officer Lead: Rusty Podbelski

Description:

Social event at a South Bend Silver Hawk's vs. Wisconsin Timber Rattler's game.

Goal: To attract as many club members and their friends to attend the social event.

Planning Checklist:

- Create a Committee with 6-8 Marketing Club members to help complete the following tasks.
- Contact club members to gauge interest in attending a game (particularly one on \$1 beer day)
 - Emphasize how the event will be “free” for those who attend
- Initiate SAO Online approval. <http://sao.nd.edu/saonline/> (particularly paying attention to transportation issues)
- Purchase game tickets through team's ticket office
- Arrange for members to make deposit payment for tickets in the Marketing Department, preferably with Sandy Palmer (deposit will be refunded at the event for those who attend)
- Arrange for van transportation to the game with Notre Dame Transportation Services.
 - Arrange for driver's training classes for those designated as drivers for the game.
 - Should be a training session in their office fairly regularly
- 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 2 weeks prior to event
 - Must get SAO approval stamp on one poster before making copies
- 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
- Ensure officers can bring a certain number of their own friends to the event.
- Ask other officers to give brief presentations to Marketing classes week prior to event.
- Meet at Main Circle day of the event and drop students off on return trip at the same location.
- Create a day-of agenda for the event for those running it to ensure the event goes off without a hitch.