

Event: *Bowling Night*
Previous Date: September 30, 2008
Location: Stikes and Spares
5419 N. Grape Rd.
Mishawaka, IN 46545
(574) 243-2695
Officer Lead: Lauren Guzman

Description:

Bowling night is the Marketing Club's social event for the semester. This event is an opportunity for the Marketing Club members to get to know each other outside of a marketing environment. In previous years, this event has been designed as an open-bowl event; however, in order to attract more people future officers should consider adding various features such as making the event a Bowling Night Competition in which participants organwize and sign up in teams. Awards should be given for things such as best team outfits, highest score, etc.

Goal: To attract at least 30 students (or 6 teams) to participate.

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/>
 - Don't forget to complete food and transportation modules
- Contact Strikes and Spares at least 2-3 weeks prior to event in order to reserve lanes (make sure event is not on a league night).
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 - You will need to ensure that they will be able to reserve enough lanes, food and drinks for at least 25 people, and call a week before the event when the final numbers are in.
- 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
- 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 at least one week prior 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.
- Arrange for transportation to the bowling alley
 - Options
 - rent University vans through University Transportation Services (requires driver certification training)
 - have students drive themselves (no good if alcohol being served)
- Create an agenda for the event outlining approximate:
 - van pickup time
 - departure time
 - arrival time
 - bowling time
 - food & drinks time
 - awards ceremony time
 - return time