

Event: *Trip to Chicago*
Previous Date: October 10, 2008
Location: Chicago, IL
Officer Lead: Madeline Nies

Description: This trip is an opportunity for club members to tour the offices of multiple Chicago companies in the marketing industry. At each destination, students will learn about the company, its work, and potential career opportunities. The bus will leave from McKenna Circle (on Notre Dame Ave) on Friday morning at 7:30am, and will leave Chicago at 5pm to return to campus by 8pm. While in Chicago, the destinations include Starcom Worldwide, a media-agency, and Leo Burnett, an advertising agency, both of which are located in the Leo Burnett building at 35 West Wacker Drive. The third destination is Google, at 20 West Kinzie Ave. These buildings are within walking distance of one another. Lunch will be provided by Google. After visiting Google, students will have 2 and a half hours to explore the city before returning to ND.

Goal: To fill the bus with 25 students.

Planning Checklist:

- Initiate SAO Online approval. <http://sao.nd.edu/saonline/>
- Contact companies. Ask Professor Weber to initiate email correspondence.
 - Beth Doyle, Starcom, Supervisor, Beth.doyle@starcomworldwide.com
 - Carrie Sweeney, Starcom, Associate Director, Carolyn.Sweeney@starcomworldwide.com
 - David Perez, Leo Burnett, Recruiting Coordinator, David.Perez@leoburnett.com
 - Mark Flaharty, Google/YouTube, Regional Sales Manager, mflaharty@youtube.com
- Create a sign up sheet and leave with Sandy Palmer in the Mendoza Marketing Department office.
 - Allow for 25 people to sign up, and 5 people can be on a waiting list
 - Require people to make a \$25 deposit to insure they will show up. Notify them that they will get \$20 returned to them on the day of the trip.
- Send an email to the Marketing Club notifying them of the event and where to sign up.
- Ask various departments to send mass emails to students. Send reminder emails.
 - **Marketing:** Sandy Palmer – Sandra.a.palmer.14@nd.edu
 - **Graphic Design:** Mary Kutemeier – Mary.A.Kutemeier.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.
- Periodically check sign up sheet to know how many seats are available.
- Send reminder emails to Marketing Club listserv, until all 25 spots are filled.
- Call to reserve a bus for transportation to and from Chicago.
 - Cardinal Buses – (800) 222-6133. Call to confirm on the night before the event.
- Arrange gift baskets for the speakers as a Thank You. Consider giving The Shirt.
- Create a detailed agenda of the day and map of the area. Make copies for everyone attending.
- Send multiple reminder emails the night before with specific details to the students attending
- Send hand written thank you notes to speakers the day after event.

Marketing Club Trip to Chicago

Agenda | October 10, 2008

Timeline

7:00AM	Meet at bus at McKenna Circle (across from Morris Inn)
7:20AM	Bus leaves Notre Dame
8:30-8:45AM (CST)	Arrival at Starcom Worldwide (35 West Wacker Drive)
9:00-11:00AM	Starcom Presentation
11:00-12:00PM	Leo Burnett Presentation (same building, different floor)
12:00-12:30PM	Walk to Google office (20 West Kinzie Ave.)
12:30-1:00PM	Lunch at Google
1:00-2:30PM	Presentation and Tour of Google
2:45-4:45PM	Free time to shop, eat, walk around Michigan Ave, etc.
4:45PM	Meet at Bus at corner of Rush and Superior <i>One block west of Michigan Ave, near the Peninsula Hotel</i>
5:00-8:30PM (EST)	Drive back to Notre Dame, McKenna Circle

Reminders:

Cell phone contacts:

Madeline Nies: (908) 472-5757

Will Shea: (707) 228-8171

Addresses:

Morning bus pick-up: McKenna Circle, across from Morris Inn on Notre Dame Ave.

Starcom: 35 West Wacker. Receptionist is on the 9th floor.

Leo Burnett: 35 West Wacker. Receptionist is on the 21st floor.

Google: 20 West Kinzie Ave. Receptionist on 9th floor.

Afternoon bus pick-up: Corner of Rush and Superior, between cross streets Huron and Chicago Ave. which is one blocks west of Michigan Ave

Attire: Business interview

Bring:

Resumes

Spending money

Pen and paper

Consider bringing change of shoes (for girls in heels)

