Marketing Club | Event Planning Process

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 admisio.1@nd.edu
  - Computer Application Program: Dana Calderbank – dana.p.calderbank.1@nd.edu
  - Marketing MBA program: Judy Miller – jmill23@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: