**TIMELINE FOR EVENTS**

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| **ITEM** | **DESCRIPTION** | **COUNTDOWN** |
| Proposal to Coordinator | Receive completed proposal with attached documentation(Press kit, resume, bio etc.) | 12 Weeks |
| Proposal on C/CL Committee | Concert and Lecture SeriesCommittee must approve all programs and fees. | 8 Weeks |
| Publicity | Prepare press release, PSAAssign flyer design | 7 Weeks |
| Submit flyer to Duplicating | Allow five (5) working days for Production | 6 Weeks |
| Media Mailing | Releases to newspapersIn-house publicity (campus publications)Special interest mailingFollow up phone calls | 5 Weeks |
| Media Mailing | PSA’sCampus mailingCommunity mailing list Post flyers on campuses distribute at student centers  | 4 Weeks2 Weeksday before event |
| Arrangements: | Reserve SpaceArrange for usher/receptionVolunteer**Arrange for any special master of ceremonies** | 10 Weeks (before submittingproposal)2 Weeks2-3 Weeks |
| Marquee Request Form toDean of Student Activities | Digital ad outside cafeteria | 5 Days before the event |
| Work Orders  | Custodial Work (cleaning, chair, set up)Audio-visual requestsTechnical requirementsPrograms or handouts | 3 Weeks10 Weeks (at time of proposal)at time of proposal2 Weeks |
|  | Order a/v equipment, P. A. System | 10 Weeks (at time of proposal) |
| Introductions | Arrange final details of introduction of speaker or performer. | 1 Week |
| Post event activities | Follow-up host feedback re: attendance, audienceComments/evaluations, quality of presentation | 1 Day or as soon as possible after within the week of the event for fresh impressions. |
|  | Keep tabs on fee payment | Until paid |
|  | Thankyou letter to performer | After receipt of payment |
|  | Report to Committee | Next meeting |

Times stated are minimum for optimum effectiveness. It is understood that those timelines are not always available.