**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 Series  Committee must approve all programs and fees. | 8 Weeks |
| Publicity | Prepare press release, PSA  Assign flyer design | 7 Weeks |
| Submit flyer to Duplicating | Allow five (5) working days for  Production | 6 Weeks |
| Media Mailing | Releases to newspapers  In-house publicity (campus publications)  Special interest mailing  Follow up phone calls | 5 Weeks |
| Media Mailing | PSA’s  Campus mailing  Community mailing list  Post flyers on campuses distribute at student centers | 4 Weeks  2 Weeks  day before event |
| Arrangements: | Reserve Space  Arrange for usher/reception  Volunteer  **Arrange for any special master of ceremonies** | 10 Weeks (before submitting  proposal)  2 Weeks  2-3 Weeks |
| Marquee Request Form to  Dean of Student Activities | Digital ad outside cafeteria | 5 Days before the event |
| Work Orders | Custodial Work (cleaning, chair, set up)  Audio-visual requests  Technical requirements  Programs or handouts | 3 Weeks  10 Weeks (at time of proposal)  at time of proposal  2 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, audience  Comments/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.