**OFFICE OF STUDENT LIFE AT GRAYS HARBOR COLLEGE**

**EVENT CHECKLIST & PROMOTIONS CYCLE**

Event Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date/Time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Coordinator: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **TASK** | **RESPONSIBLE PERSON** | **DUE DATE** | **DATE COMPLETED** |
| **8 WEEKS** |
| Internal Event Proposal Submitted  |  |  |  |
| Facilities: Availability Check  |  |  |  |
| **7 WEEKS** |
| Agency/Guest: First Contact |  |  |  |
| Programming Info: Event Checklist Due  |  |  |  |
| Contract: Review by Advisor |  |  |  |
| Facilities: Reserved |  |  |  |
| Pre-Program Form & Budget |  |  |  |
| **6 WEEKS** |
| Agency/Guest: Hold Date |  |  |  |
| Itemized Budget Submitted  |  |  |  |
| Contract: Contract/W-9 Sent  |  |  |  |
| Contract: Contract/W-9 Signed  |  |  |  |
| A-19 Completed  |  |  |  |
| A-19 Signed by Advisor |  |  |  |
| A-19 + Contract submitted to Business Office |  |  |  |
| Catering: Hospitality Requisition Completed |  |  |  |
| Meet with Charlie’s Café Staff  |  |  |  |
| Flyer/Poster Proof to Advisor |  |  |  |
| Hospitality: Hotel Room – Reserved  |  |  |  |
| Hospitality: Green Room  |  |  |  |
| **5 WEEKS** |
| Event Staffing – Scheduled  |  |  |  |
| Contract: Contract Returned  |  |  |  |
| Flyer/Poster to Copy Machine |  |  |  |
| Activity Fact Sheet to Front Desk  |  |  |  |
| **4 WEEKS** |
| Budget : Change Box – Request  |  |  |  |
| Details: Plan any Shopping Trips |  |  |  |
| **3 WEEKS** |
| Event Evaluation – Create |  |  |  |
| Event Staffing – Confirmation  |  |  |  |
| **2 WEEKS** |
| Event Evaluation – Print  |  |  |  |
| Catering: Date Confirmed  |  |  |  |
| Flyer/Posters posted to campus  |  |  |  |
| Hospitality: Hotel & Catering Confirmed  |  |  |  |
|  **1 WEEK** |
| Facilities: Confirmed  |  |  |  |
| Agency/Guest: Date Confirmed  |  |  |  |
| Hospitality: Email, local info to artist |  |  |  |
| **DAY OF EVENT** |
| Facilities: Confirmed  |  |  |  |
| Have Supplies Ready |  |  |  |
| Get Cash (if needed) |  |  |  |
| Contact Hospitality/Greeter |  |  |  |
| Introduce Event/Entertainer |  |  |  |
| Deposit Cash (if needed) |  |  |  |
| **POST-EVENT** |
| Clean Space |  |  |  |
| Restock Supplies |  |  |  |
| Return Equipment |  |  |  |
| Take down all publicity |  |  |  |
| Confirm all invoices are paid |  |  |  |
| Event Evaluation Report  |  |  |  |
| Post Programming Form  |  |  |  |
| Send Thank-You Notes |  |  |  |
| Congratulate and thank volunteers |  |  |  |
| Compile docs for binder |  |  |  |

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| **EVENT PACKET COMPLETION** |
|  | Approval/Date | Included in Final Packet |
| Internal Event Proposal  |  |  |
| Club & Activities Action Form  |  |  |
| Facility use Form (copy) |  |  |
| Event Checklist |  |  |
| Event Evaluation |  |  |
| Copy of A-19s |  |  |
| Copy of Contract |  |  |
| Copy of Advertisement |  |  |
| Copy of Receipts |  |  |
| Any other documents |  |  |

**PASSIVE PROMOTIONS CYCLE**

**ACTIVE PROMOTIONS**

WORD OF MOUTH

MORNING GREETER

FREE STUFF, GIVE-A-WAYS

CONTESTS BE SILLY

SIGN-UPS TALK TO STUDENTS

PERSON TO PERSON

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| **IDEAS** |

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| Promotions Checklist |
| **Option** | **Amount** | **Distribution Date** |
| Student Interaction  |  |  |
| 8.5x11 Flyer, Vertical Only  |  |  |
| Handbills, Save 8.5x11 file as .PDF and print 6-9 per page  |  |  |
| Campus Activities Calendar, Online |  |  |
| Weekly Events Sandwich Board (taken from online calendar)  |  |  |
| Large Sandwich Board (dimensions)  |  |  |
| Small Sandwich Board (dimensions)  |  |  |
| Digital Displays (Located in 2000, HUB & Library)  |  |  |
| GHC Website (Write 300 Word Blurb and attach flyer)  |  |  |
| 3D Cut outs/Fat Heads  |  |  |
| Off-Campus Distribution |  |  |
| GHC Events, Text Service (See Student Life Staff)  |  |  |
| The Daily World Newspaper Article (Write Press Release)  |  |  |
| Radio, Public Service Announcement (See Student Life Staff)  |  |  |
| Contests & Prizes |  |  |
| Pre-Show Entertainment/Promotions  |  |  |
| Window Paint |  |  |
| Chalk  |  |  |
| Boone St. Readerboard (Send information to mhood@ghc.edu)  |  |  |
| Classroom Announcement |  |  |
| Social Media: Facebook and Twitter, #Chokernation, #GHCLife |  |  |
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| **OTHER IDEAS:** |

**SIGNATURES**COORDINATOR SIGNATURE Date:
ADVISOR SIGNATURE Date: