

SOM Event Planning

**1 Year
Out**

- Review Recital Scheduling / Room Scheduling Policies
- Confirm room availability on Astra Calendar
- Submit a Faculty Event / Room Request / Multiday Event form
- Request Dress Rehearsal(s) - Room Request form
- Gather contacts' information for disruption list / target audience list

**6
Months
Out**

- Request marketing materials
- Begin international guest's travel and stay

**3
Months
Out**

- Begin gathering program bios, headshots, and information
- Proof marketing materials (CLAS Marketing)
- Send marketing materials to print
- Proof marketing materials (UI Printing)
- Request SOM Merch / Swag
- Begin domestic guest's travel and stay
- Special / Odd ball requests

**2
Months
Out**

- Release marketing materials
- Send Working with Minors link to those working the event
- Send Guest Contract to guests being compensated

**1
Month
Out**

- Send program bios, headshots, and information
- Request admissions materials
- Confirm guest travel and stay
- Send Working with Minors compliance completion
- Request hospitality items

**3
Weeks
Out**

- Schedule additional dress rehearsal(s)
- Send repertoire to program creator

**2
Weeks
Out**

- Release reminder marketing items
- Request branded items
- Request branded directional signage

Resource Key

Jason Millsap

Michelle Worrell (MFK Needs)

Allison Bierman

Mandy Powers

Amy Huston

Will Yager

CLAS Marketing Team - Jen Knights

Kelly Riessen

**1
Week
Out**

- Send signed guest contract
- Complete ProTrav request
- Confirm hospitality items

**Day
Before**

- Last minute confirmations

**Day
Of**

- Have fun!

**Day
After**

- Send guest thank you's
- Review the goods / bads

**Week
After**

- Send participant follow ups
- Schedule the next year!
- Request return shipment of rented materials