Communication:

☐ Schedule a Creative Launch with University Communications at least two months prior to the event
☐ You will need to know the event budget and budget string
☐ Consider your target market, objective, your message and how you will measure success
☐ The Creative Launch will address invitations, printed material, specialty items, evites, banners, signs, T-shirts, etc.
☐ Media coverage will be planned for your event; photography should be addressed
☐ The Web is our portal to the world and is the primary source for detailed information about your event. Consider the need for Web information to support your event well ahead of your other print materials as the Web URL will need to be printed on invitations, etc.

Facilities:

☐ Reserve room(s) by emailing gcevents@usm.edu, including outside space
☐ Address audio/visual needs
☐ Discuss podium location
☐ If using FEC auditorium, do you want to rope off any areas to encourage seating at the front of the room?
☐ When using a classroom, consider type of seating needed and where traffic will enter and leave. How will this impact your speaker and the flow of the room?
☐ Be certain to talk about technology needs and have backup equipment available
☐ Do you need signs directing guests to your event?
☐ Registration table should have University tablecloth or professional draping, table decoration, professional documents and/or receipts
☐ Presentation tables should be draped or have a University tablecloth
Refreshments:
- Order refreshments from Aramark. Consider guests with food allergies, vegetarian or special diets. Be sure to have options for all guests.
- Order water for your speaker(s) and place it at the podium/table.

Security and Parking:
- Discuss the event date and time with University Police
- Address reserved parking needs or any special parking arrangements
- Discuss police officers needed for the event

Speaker Arrangements
- Airport arrival/pickup
- Hotel accommodations
- Arrangements for all meals
- Transportation to venue
- Special needs for presentation
- Departure details

Additional Considerations
- Bad weather planning (rain date, location change, etc.)
- Traffic control
- Security for distinguished guests
- Entertainment
- Guides or staff available to welcome/direct guests
- Political demonstrations that could occur, signs or handouts from outside sources (consider designation of "free speech" area)

This is a general list of considerations for a campus event. Because every event is unique, the organizing unit should consider additional issues that should be addressed.