



## SAN DIEGO STATE UNIVERSITY

### **Event Marketing and Planning Guide**

Marketing an event is as important as planning the details, and should always be a regular part of the planning process. This is a “how-to” guide for planning and generating publicity for events such as, symposiums, lectures, exhibits, etc. within departments and colleges. This document will help you plan an SDSU-related event from start to finish by working on a one-year timeline while integrating marketing techniques into the event planning checklist. If you begin your planning with less than a one-year timeline, please adjust deadlines as necessary.

When your department or college has a major event, intended to reach a large audience, please contact SDSU Marketing and Communications so they can be aware of it and determine if they can assist you in your publicity efforts. If you have any questions or concerns, please contact SDSU Marketing & Communications at 619-594-5204 or [marcomm@mail.sdsu.edu](mailto:marcomm@mail.sdsu.edu).

#### **BEFORE YOU START**

- Define your event goals
  - Develop your audience
    - Demographics (i.e. faculty, students, professional organizations, community members)
    - Determine your desired attendance number
  - Determine your available budget
  - Organize committee or event team
- Check university event policy and procedures  
<http://bfa.sdsu.edu/policies/>  
to ensure you are following all university guidelines.

#### **12 MONTHS IN ADVANCE**

- Notify dean or chairperson of your college/department of your plans
- Notify your division’s event calendar contact to coordinate with university event calendar.
- Decide on date(s)
- Decide on and secure location
  - On campus contacts:
    - Associated Students Meeting Services 619-594-5278
    - Facilities Rentals Kathi Glenn, 619-594-8339,  
[kglenn@mail.sdsu.edu](mailto:kglenn@mail.sdsu.edu)  
<http://bfa.sdsu.edu/~busserv/FacilitiesRentals.html>

- Open Space Reservation/Event Approval: SDSU Campus Life & Leadership  
<http://www.sa.sdsu.edu/studentlife/studentorgs/reserve-space.html>
  - Other facilities:  
<http://www.sll.sdsu.edu/studentorgs/reserve-other.html>
- Secure keynote or other notable speakers
  - If requesting President Elliot Hirshman, contact the President's Office at 619-594-5201, [presidents.office@sdsu.edu](mailto:presidents.office@sdsu.edu).
  - If requesting Provost Nancy Marlin, contact Julie-Ann Kelso, Assistant to the Provost, 619-594-6882, [jakelso@mail.sdsu.edu](mailto:jakelso@mail.sdsu.edu).

### **NINE MONTHS IN ADVANCE**

- Determine agenda: business and social
- Contract transportation, if necessary
- Contact Parking Services to coordinate parking for on-campus visitors
- Coordinate facility needs (i.e. audiovisual). Contact ITS Media Distribution if necessary <http://www-rohan.sdsu.edu/dept/its/distribution/checkout/counter.html>
- Design event website (<http://www-rohan.sdsu.edu/~facstaff/>)
- List on SDSU Event Calendar by contacting your College representative or Lizette Najera at [landers@mail.sdsu.edu](mailto:landers@mail.sdsu.edu). In your email, please provide event name, date, time, location, description, contact person, cost (if applicable) and a link for more details.
- Send "Save the Date" mailings to audiences (on campus, coordinate with Mail Services <http://bus.sdsu.edu/Mail/Mail.html> or 619-594-1552)
- Solicit exhibits and sponsors, if necessary

### **SIX MONTHS IN ADVANCE**

- Begin meeting with your event committee on a monthly basis
- Review program needs
- Review audiovisual needs
- Review and refine budget
- Select catering and event menus and themes. For on campus events contact Aztec Shops <http://www.eatatsdsu.com> 619-594-7640. If you plan on serving alcohol at your on-campus event, please check with venue coordinator and Aztec Shops to determine if there are any alcohol limits on your venue. Also, you must fill out and obtain signatures for the Alcohol Approval Form [http://as.sdsu.edu/aztec/meeting/Alcohol\\_Approval.pdf](http://as.sdsu.edu/aztec/meeting/Alcohol_Approval.pdf)
- Communicate with outside vendors
- Establish registration procedure
- Identify outside marketing and advertising opportunities (professional publications, web sites, etc.)
- Design registration materials and invitation (Reprographics <http://bus.sdsu.edu/Repro/repro.html>)
- Send out invitations and registration materials if inviting people from outside of San Diego. (See three months in advance if inviting only locally)



- Send calendar announcement to relevant professional association Web sites or publications.

### **THREE MONTHS IN ADVANCE**

- Send out invitations and registration materials (if only inviting people from within San Diego).
- Create event marketing materials (posters, fliers, banners)
- Announce event in newspapers, magazines and on-line event listings
  - List your event on the following:
    - SDSU Events Calendar. Contact your department chair/administrator or Lizette Najera at [landers@mail.sdsu.edu](mailto:landers@mail.sdsu.edu).
    - Voice of San Diego  
<http://www.voiceofsandiego.org/calendar/>
    - San Diego Union Tribune  
<http://thingstodo.utsandiego.com/?q=node%2Fadd%2Fevent>
    - San Diego Reader  
<http://www.sandiegoreader.com/accounts/login/?next=/events/submit/>
    - NBC 7/39 Community Calendar  
Email event info to [community@nbcсандiego.com](mailto:community@nbcсандiego.com)
    - KFMB News 8 Community Calendar  
Email: [community@kfmb.com](mailto:community@kfmb.com)
    - KPBS Community Calendar  
<http://www.kpbs.org/events/>
    - KUSI Community Events  
Email: [events@kusi.com](mailto:events@kusi.com)
- Submit form for SDSU I-8 Freeway Sign if inviting the general public. Contact Lizette Najera at Marketing and Communications [landers@mail.sdsu.edu](mailto:landers@mail.sdsu.edu) 619-594-1476
- Draft program timeline
- Confirm speakers
- Submit story regarding event to SDSU NewsCenter at [universe@sdsu.edu](mailto:universe@sdsu.edu).
- Confirm arrangements with Public Safety at 619-594-6671
- Solicit event volunteers if necessary

### **TWO MONTHS IN ADVANCE**

- Evaluate registration numbers to determine if attendance is on track
- If appropriate, put up posters on campus, per university regulations. Contact Nancy Lopez [nlopez@mail.sdsu.edu](mailto:nlopez@mail.sdsu.edu) in Business and Financial Affairs for the policy regarding posting information on campus.
- Send follow up E-mail to targeted VIPs invited to event
- Finalize program timeline and speaker scripts
- Develop event materials and programs



### **ONE MONTH IN ADVANCE**

- Finalize facility logistics, décor, set up, equipment needs
- Finalize attendance numbers for catering
- Send E-mail to target audiences publicizing event if registration is lower than desired
- Confirm event volunteers
- Update event materials and programs
- Confirm printing schedule for event materials and programs

### **ONE WEEK IN ADVANCE**

- Send final email to target audiences publicizing event if registration is low
- Confirm VIP attendance
- Confirm parking arrangements with Public Safety
- Confirm facility logistics, set up and equipment needs
- Confirm catering order with Aztec Shops
- Print event materials and programs
- Finalize event volunteers and coordinate their duties

### **POST EVENT**

- Send thank-you notes/event evaluation to volunteers, attendees
- Hold committee meeting to discuss positive/negative feedback and event evaluations
- Write news story and submit to SDSU NewsCenter by email [universe@sdsu.edu](mailto:universe@sdsu.edu)

*Developed by SDSU Marketing & Communications.*

*Contact Gina Jacobs at 619-594-4563 or [gina.jacobs@mail.sdsu.edu](mailto:gina.jacobs@mail.sdsu.edu) with questions.*

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