

Marketing Timeline Worksheet

Program/Series Title:

Date(s) of Program:

Time Period	Actual Date to be Completed	Tools and Strategies to be used	Assigned to	Notes on Progress
10-12 weeks ahead		Event calendar listing to announce event date		
		Assemble and distribute a press packet for local media		
		Decide on event description (who, what, when, where, why) for press release, ads, posters, etc.		
		Hire a designer if needed for ads, invitation, programs and signs and get approval		
		Get bids for printing if needed		
		Re-evaluate budget		
		Ask the photographer to save our date		
		Send Save the Dates		

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		Post event details on the Student Life website— Melisa is the webmaster		
		Reserve a display window and table for the week before and week of the event.		
		Contact Faculty to determine interest, possible class participation		
8-10 weeks ahead		Daily— http://www.buffalostate.edu/dailysubmit.xml		
		Print all posters Flyers for campus, faculty, staff and complex directors (75 for Residence Life) - Ask Melisa for design help and Sister to edit content.		
		College Calendar— http://www.buffalostate.edu/calendars/login.asp		
6-8 weeks ahead		Post your posters around campus		
		Email to Student Life staff about the details of the event.		
		Use the Student Life Street Team as a host for Facebook events.		
		Send invitations out		
		Generate and turn in your Purchase Order and get appropriate signatures		
4- 6 weeks ahead		Send out media reminder/media alert		

Time Period	Actual Date to be Completed	Tools and Strategies to be used	Assigned to	Notes on Progress
		Email to Students (events and save the date) - Dr. Kenyon		
		Enlighten system		
2-4 Weeks Ahead		Scrolling Union Board—usgmedia@Buffalostate.edu		
2 weeks before event		Bulletin—College Relations		
		Re-flyer the campus!		
		Provide details to the Information commons (library)		
		<u>Grab the Spotlight</u> —Please e-mail two to three paragraphs describing your announcement (the who, what, where, why, how) to meehanme@buffalostate.edu .		
		<u>Just for Students</u> —Also on the home page, is a section "just for students," which features student events, news, and information. Please submit material to meehanme@buffalostate.edu .		
		Request a photographer and reporter from The Record attend the event		
		Announce the event at student organization meetings		
		Remind the purchasing office about PO, make sure that you have goldenrod forms		
		Create and distribute quarter sheets in student organization mailboxes and Sodexo (don't forget about Greeks!)		

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		Put you your window display		
		Be sure to discuss the event at a Student Life Meeting		
Week of the event		Chalk the campus		
		Have a display case or easel in the lobby		
		Hand out quarter sheets		
		Evaluations printed		
		Table in the Student Union to promote your event.		
		Have the street team or work-study = "dorm storm"		
		Check in with the purchasing office to make sure payment will happen.		
		Send Facebook Reminders		
After the Event		Archive all material, print and electronic (Provide hard copies to Sister Charlene for the archive box)		
		Assess results and complete the summary report		
		Send thank you notes to important attendees and/or presenters that attended		

In red not marketing, but so important, don't forget to do it!