



INTAKE DATE:

CONTACT PERSON:

**PROJECT REQUEST (i.e. publicity, mailing, event support, publication, advertising)**

**MARKETING OBJECTIVE (i.e. encourage attendance, build enrollment, raise funds)**

**TARGET AUDIENCE(S) (i.e. age, occupation, geographic location, interests)**

**PROJECT BUDGET**

**TIMELINE**

**PLANNING AN EVENT?**

**The timeframe for most items is 6 – 12 weeks prior to the event. Keep your budget in mind.**

DATE:

TIME:

WHERE:

COST:

Below is a checklist to help you plan communications support for your event:

**Web / Digital**

External Web Site

**Internal Publicity**

Campus News

Kiosks / Display Cabinets/Plasma Screens

Everyone / All Student Email

Intranet

Campus Flyers/Posters

**External Publicity**

Press Release, Media Alert

Advertising, Posters

Community Events Interviews (Radio & TV)

**Paid Advertising**

Ad Design and Media Buys

**Photography**

Internal Photographer, if available

Check out Digital Camera

**OTHER**

College Display Boards / Backdrops

Contact Erin Granger at erin.granger@gfcmu.edu or (406) 771-4314 for more information. Submit your request to Erin either in hard copy or by email. Thank you - we look forward to working with you.