



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.

4/12/2016