BUSN Communications -
EVENT CHECKLIST / QUESTIONAIRE

Top-Level Questions/Details

- Name of Event, Place, Date/Time
- One-Time, Series, Annual?
- Event Format: In-Person, Virtual, or Hybrid?
- If virtual, what online conferencing platform will be used?
- Is registration required?
- Is it Free, or is there a cost to attend?
- Target Audience(s)
- Expected Audience Size (in-person and/or online)
- Digital deliverables needed (per details eblow)
- Print deliverables needed (per details below)
- Does this event involve Partnerships/Sponsors/Foundation?
- Are there Speakers / Panelists?

Event Branding & Positioning

- What is the "About" statement describing this event? (please provide a draft paragraph)
- Will the event require a logo and/or special branding (colors, typography)?
- Any specific themes or desired branding attributes?

Target Audience

- Who is the Target Audience for the Event? - *this key question drives much of the subsequent activity below.*
    - Alumni?
    - Students – UG and/or Graduate?
    - Faculty?
    - Staff?
    - Partner Organization(s) / Sponsor(s)?
    - Open to Public?
    - Are there limitations to any of the groups above, such as by Department, Program or School of Business only, or is it open University wide?
    - Is It by Invitation Only or Open Registration (anyone who has a link).

Invitations

How will guests be invited to and/or made aware of the event?

DIGITAL INVITATIONS (EMAIL, CALENDAR LISTINGS)

- Will email invitations need to be designed?
  - Depending on audience, identify which systems to build in:
    - MailChimp (alumni) – who will build out? (Alumni or Comms.)
    - Outlook (faculty/staff) – Scott/Melissa
    - Slate (Prospective Graduate Students) – Melissa/Tora
    - Constant Contact – BUSN acct. (Current Grad Students, external contact lists) – Melissa/Scott
    - Constant Contact – UG acct (Current Undergrad students) – Scott/Undergrad Advising Office
    - Constant Contact – Family Business acct. (Family Businesses) – CCEI
    - Constant Contact – CCEI acct. (CCEI contact lists) – CCEI
- Should this event be included in eNews? – Scott
  - Alumni version?
  - AACSB version?
  - Current Grad version?
  - Prospective Grad version?
  - Faculty/Staff version?
- Should this event be included on University Calendars? – Melissa/Student Worker
  - Which calendars?
    - School of Business - standard
    - School of Business Alumni – standard
    - Other?
- Should this event be included in the UConn Daily Digest?
  - Student version?
  - Faculty/Staff version?
  - Dates for inclusion?
- Are there partners who will also invite their audience(s)
  - Will we share our invitation content with them?
  - Contacts needed

PRINT INVITATIONS

- Will a printed invitation need to be designed?
  - Who will handle design? BUSN Comms / UDS / UECS?
  - Who will be on-point for the printing?
  - How many copies will be needed?
  - Paper /Materials specification?
  - Who will be paying for the printing?
  - Which vendor will be used? Document Production or External Printer?
  - Will a PO be needed?

Registration

- Is it virtual, in-person, or a hybrid event?
- Is there a cost associated with this event? (Affects registration platform decision)
- How will the registration data be used?
- What information needs to be collected?
- Is any sensitive information being collected?

Registration Form

If there is a cost:

- Where is the money going? Who should handle registration? (BUSN, Foundation, UECS?)
- Event Registration, depending on event type/partners/sponsors, etc.
    - BUSN – Marketplace – Rachel
    - Foundation – System/Contact person?
    - UECS – System/Contact person?
- Virtual component (where applicable)
    - WebEx registration/setup – IT – Mat K.

If there is no cost:

- Identify who should handle the registration form (BUSN, Alumni, Foundation, Other—e.g. external event partner/school?)
    - BUSN – Slate, Aurora/Wordpress, WebEx – Melissa/Kim/IT, depending on event audience
        - Prospective Grad Students – Slate – Kim/Melissa/Event Host
        - General Audience – Aurora/Wordpress – Melissa
            - Who will need access to the form data? How often?
        - Virtual link – WebEx – IT/Mat Krest
    - Alumni – Aventri - point person?
    - Foundation – point person?

Registration Communications

What communications should someone receive after they register?

- **If Slate/Prospective Grad Student event, they get:**
    - Confirmation (automated – Melissa/Kim/Tora)
    - Day before reminder with link (automated – Melissa/Kim/Tora)
    - Day of reminder with link (automated – Melissa/Kim/Tora)
    - Thank you message for attendees (automated – Melissa/Kim/Tora)
    - "Sorry we missed you" for no-shows (automated – Melissa/Kim/Tora)

- **If Aurora form (general audience), they get**
  - Confirmation (automated - Melissa) – link to WebEx if applicable
    - Notification of registration goes to event host if requested
  - Logistical information (event host sends this manually)

- **If Alumni-only event**
  - Communications handled by Alumni team

- **If Virtual-only event, registrations handled through WebEx (IT)**
  - Standard WebEx confirmation (IT)

Registration & Attendance Data/Analytics
- How will event success be measured?
- What data will be needed?
- How will that data be collected (registration, tracked links, google analytics, etc.?)
- Who will be responsible for providing the data?
- Who should the data go to?

Website

Does this event need a dedicated website, or webpage on an existing site?

- Discuss most appropriate positioning / location with BUSN Comms.
- Determine if additional resources are needed (BUSN IT, UITS, UComms, UDS)
- Who will provide the web content? Which of the following should be included?
  - Event Name, Date, Time, Location
  - Event Description
  - Who should attend
  - Agenda
  - Speakers / Panelists
    - Bios
    - Headshots
  - Partner / Sponsor Logos
  - Other Images / Graphic elements
  - Registration Links

Speaker Communications
- Who will be communicating with event speakers?
- What information will they need?
- Will they need to be registered for the event in advance?
- Should they do that on their own, or will we pre-register them?
- Will they need to be added to WebEx as a host prior to the event, if it is virtual?

Printed Materials – Other

- Will any **printed brochures or other print-collateral** need to be designed?
    - Who will handle design? BUSN Comms / UDS / UECS?
    - Who will provide content?
    - Who will be on-point for the print run?
    - How many copies will be needed?
    - Who will be paying for the printing? Will a PO be needed?
    - Which vendor will be used? Document Production or External?
    - Will a PO be needed?

- Will you need any **signage** for the event?
    - Who will handle design? BUSN Comms / UDS / UECS?
    - Will any approvals be needed in advance?
        - Branding
        - Building manager – any restrictions on where we can put signage?
    - Who will provide content?
    - Who will be on-point for the printing?
    - How many copies will be needed?
    - Who will be paying for the printing?
    - Which vendor will be used? Document Production or External?
    - Will a PO be needed?

Event Follow-Up

- Who will be responsible for each type of post-event communications suggested below?
- Will there be any promotional follow-up to registrants/attendees after the event?
- Will there be follow-up offer, gift or additional content shared with registrants/attendees? (i.e., FREE access to a journal article or eBook)
- Will there be a recording of the event posted to a website and shared with registrants/attendees? (are speaker releases in place to permit this?)
- Will there be follow-up (thank-you's, swag gifts, etc.) with Speakers/Panelists/Sponsors

Editorial Promotion / Coverage

Preface: The Marketing-Communications Office fields numerous requests for articles, event coverage, and publicity every week. Please know that we cannot accommodate every request. Our highest priorities are events that support strategic growth and strong publicity opportunities for the School and the university, and have significance beyond our internal audience. Please know that at times we have to decline really strong candidates for coverage due to time constraints and competing demands.

- Key question: **What is the significance of this event in relation to the School of Business and its goals for promotion and publicity?**
- **Is this a one-time event or is it a story that can be developed over several weeks or months?**

- **Do you need a "preview" article to promote the event in advance to encourage attendance? If so, we would request at least two weeks' notice and would appreciate an outline of the event (who, what, when, where?).**
- **Are you seeking coverage of the event in the form of an article and/or social media coverage?**
- **Do you need a UConn photographer for your event or have you contracted with a freelance photographer?** If the latter, please provide name and contact information to facilitate coordination of images.
- **Are you looking for outside media coverage (newspaper, television, radio)? Please elaborate.**

Social Media

Pre-Event Coverage or Post-Event?

Is this an event that we want to entice people to attend, or is it something we want to say we did (post coverage is tricky, because we don't want to make people who weren't able to attend feel bad, but it is good to have these activities on our channels, so that people can see the kinds of things they can expect if they become UConn Students)

For Pre-Event Coverage –

We would want to announce the event at least a week in advance in order to give people time to register for your event. Any information/headshots or banners that you have developed would be very helpful for this so that we are able to have a nice image to accompany the post.

For Post-Event Coverage –

We'd love to have a strong image* to share along with a short description of the event –

*A *strong image* is shot with good lighting, from a nice angle, preferably not a wide group shot or a picture of the speaker behind a podium from the back of the lecture hall. We encourage event organizers to take their own shots whenever possible.

Depending on the event's needs this might be in coordination with Claire writing up a piece, and Nate with media support.

Social Media Handles –

If we are partnering with panelists or companies, we would love to have their social media channels and handles so that we can tag them in our posts.

Sharing –

Social is sharing! We will provide links to the social media posts once released so that you can share them amongst your circles. We will also provide them to the Dean's cabinet and a network of young alumni to share if appropriate.