

MONROE COMMUNITY
COLLEGE

CAMPUS CENTER
ADVISOR WORKSHOP SERIES

AFTER THE APPLAUSE – HOW DID THEY PULL THAT OFF??
BACKWARDS PROGRAMMING.

EVENT _____

DATE OF EVENT _____

BEFORE THE PROGRAM

Brainstorming

1. What is the purpose of this program? _____
2. What are the desired outcomes? _____

**DATE TO BE
COMPLETED**

ASSIGNMENT

ASSIGNED TO

COMPLETED

General

_____	1. Check Calendar Conflicts	_____	_____
_____	2. Reserve Facility (room, building, outdoor areas, etc.)	_____	_____
_____	3. Make Rain Location Arrangements	_____	_____
_____	4. Send "Save the Date" Invites to Pres., VPs, Directors, etc.	_____	_____
_____	5. Coordinate Physical Set-up (seating, room arrangements, etc.)	_____	_____
_____	6. Arrange for Security/Parking	_____	_____

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7. Determine the audiences for your message

8. Theme & Co-Sponsorship

9. Send invitations to Pres. & VP

10. Reserve Radios

11. Reserve Van

The Budget

1. Complete Program Budget Breakdown

2. Issue/Encumber Purchase Orders

3. Review and Pay all Invoices

Contract and Rider

1. Execute Contract and/or Letter of Agreement

2. Advisor Review

3. Director or designee approval

4. College Map to Agency

5. Program Info sheet & Contract/Rider to Facility Manager

6. Reserve Special Equipment (audio-visual, sound, lights, microphones, projectors, etc.)

7. Food/Hospitality Arrangements

8. Housing/Hotel Arrangements

9. Transportation Arrangements
- Van(s) reservation
- Airline Reservation

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The Publicity

- | | | | |
|-------|---|-------|-------|
| _____ | 1. Prepare Poster/Flyer for Bulletin Boards & Special Displays with Publicity Coordinator | _____ | _____ |
| _____ | 2. Prepare Publicity Budget | _____ | _____ |
| _____ | 3. Purchase promotional materials
T-shirts, frisbees, etc. | _____ | _____ |
| _____ | 4. Create a detailed schedule including each promotional activity | _____ | _____ |
| _____ | 5. Contact Public Relations Dept. | _____ | _____ |
| _____ | -Press Release | _____ | _____ |
| _____ | -Media Coverage | _____ | _____ |
| _____ | -Public Service Announcements | _____ | _____ |
| _____ | 6. Report information to Weekly Calendars (Campus/Community) | _____ | _____ |
| _____ | 7. Set Up Interviews--Radio & TV Shows with Public Relations Dept. | _____ | _____ |
| _____ | 8. Write Letters/e-mail to Targeted Audiences | _____ | _____ |
| _____ | 9. Contact Monroe Doctrine/WMCC | _____ | _____ |
| _____ | 10. Letter to Faculty/Staff | _____ | _____ |
| _____ | 11. Send Campus wide announcement | _____ | _____ |

Program Content

- | | | | |
|-------|--|-------|-------|
| _____ | 1. Assign each Artist a Host/Hostess | _____ | _____ |
| _____ | 2. Select an Introduction Speaker, and Closing Speaker | _____ | _____ |
| _____ | 3. Assign Ushers | _____ | _____ |
| _____ | 4. Train Ushers | _____ | _____ |
| _____ | 5. Plan a program rehearsal | _____ | _____ |

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Tickets

_____	1. Determine Ticket Prices (Student, faculty, public)	_____	_____
_____	2. Determine Ticket Plan Date released	_____	_____
_____	3. Order Tickets	_____	_____
_____	4. Distribute Tickets	_____	_____
_____	5. Prepare Program Info Sheet for Box office	_____	_____
_____	6. Arrange for Box Office Personnel	_____	_____
_____	7. Order Cash Boxes & Hand Stamps	_____	_____
_____	8. Review Box Office procedures with volunteers	_____	_____
_____	9. Provide list of Complimentary & Guest Tickets for Box Office	_____	_____

Security

_____	1. Inform Public Safety of event	_____	_____
_____	2. Order Public Safety (200 or more/Nature of event)	_____	_____
_____	3. Emergency Medical Technicians	_____	_____
_____	4. Order Walkie Talkies	_____	_____
_____	5. Emergency Exit Plans	_____	_____
_____	6. Clear Fire Exits	_____	_____

Refreshments

_____	1. Order food w/Aramark (receptions, dinner, etc.)	_____	_____
_____	2. Contact Servers with approximate attendance	_____	_____

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Miscellaneous

_____	1. Order Special Items		
_____	-T Shirts/Sweatshirts	_____	_____
_____	-Gifts and Flowers	_____	_____
_____	-Plaques	_____	_____
_____	-Special recognitions	_____	_____
_____	2. Obtain Special Equipment		
_____	-Flashlights/Clipboards	_____	_____
_____	-Pens/Markers/Paper	_____	_____
_____	3. Other	_____	_____

ONE WEEK PRIOR TO PROGRAM

Recheck the Following

_____	1. Facility & Physical Set-up	_____	_____
_____	2. Technical/Security Arrangements	_____	_____
_____	3. Refreshment Order	_____	_____
_____	4. Transportation/Lodging	_____	_____
_____	5. Confirmation of Performer	_____	_____
_____	6. Ticket Sales/Programs	_____	_____
_____	7. Ushers/Servers/Emcee	_____	_____
_____	8. Decorations	_____	_____
_____	9. Publications	_____	_____
_____	10. Cash Box	_____	_____
_____	11. Payment of Performer/Speaker	_____	_____

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DAY OF THE PROGRAM

Stay Calm

_____	1. Facility-Room Arrangements	_____	_____
_____	2. Perform checks on all Technical & Audio-Visual Equipment	_____	_____
_____	3. Coordinate Press Representatives	_____	_____
_____	4. Ticket Arrangements:		
_____	-Obtain Cash Boxes, Tickets, Hand Stamps, Change Fund	_____	_____
_____	-Assign Sellers, Ushers, and Ticket Takers	_____	_____
_____	5. Transportation of Guest(s)	_____	_____
_____	6. Security Arrangements		
_____	-Unlock/Lock Doors & Gates	_____	_____
_____	-Station Security in Places	_____	_____
_____	7. Put Up Decorations	_____	_____
_____	8. For Artist		
_____	-Pick up check	_____	_____
_____	-Pay artist	_____	_____
_____	-Water at podium	_____	_____
_____	9. Distribute:		
_____	-Programs	_____	_____
_____	-Name Tags	_____	_____
_____	-Awards	_____	_____

AFTER THE PROGRAM

Follow-up

_____	1. Return Borrowed Items	_____	_____
_____	2. Budget Reconciliation	_____	_____

AFTER THE PROGRAM (cont'd)

EVENT _____

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Follow-up, cont.

_____	3. Clip Newspaper Articles	_____	_____
_____	4. Thank You Notes	_____	_____
_____	5. Written Evaluation of Program	_____	_____
_____	6. Meeting w/Advisor for Summary Report	_____	_____