



OFFICE OF COMMUNICATIONS
Non-Journal Conference/Symposium Overview and
Checklist for Events

The Office of Communications is responsible for all printed publications, internal and external announcements, media coverage, Web sites and web posting of videos and podcasts (if available) for all School of Law-sponsored conferences/symposia.

The following information must be provided and/or checked to allow for complete coverage of the event. All items with asterisks are needed prior to the end of the school year if you would like your event to be included in next year's budget.

General Information

- When is the event?
The date is not secured until approved and on the room reservation calendar. Please e-mail announcements@law.slu.edu when the event is set and approved, and we will add the date to the main law school calendar on the Web site.
Who is the main contact for the event?
Please provide an e-mail address:
Who is the faculty member in charge of this event?

Printed Publications

- *What printed pieces are needed for this conference?
Please circle all that apply:
postcard/mailer brochure/mailer day-of-the-event program poster (24 x 36 inches)
*To whom are you sending a mailer?
List all groups
*Are they AALS list groups? Yes No
All mailing list orders from AALS must be turned in to your faculty secretary nine weeks prior to the event (unless it is a save the date mailer - then it is nine weeks prior to the desired receipt of the mailed save the date card)

(The following can be answered with help from Brook Haley ehaley1@slu.edu)

- *What is the total quantity needed of each printed piece?
*What is the estimated cost of each printed piece?
*What is the quantity to be mailed?
If the quantity is over 500, we recommend the use of a mailhouse.
*What is the estimated cost of postage and handling?

Announcements and Media Coverage

- List all areas of law covered in this conference/symposium
Which groups, outside of the University, should be aware of this event?
Which University department/groups would be interested in this topic?

___ Which publications would be interested in this topic?

___ If there is a lunchtime speaker, is it closed or open to the public?

___ Will participants be available for media interviews before, during or after the conference?

All internal announcements for the conference/symposium will be posted on the plasma and LawNews two weeks prior to the event. (Any other announcement requests should be sent to announcements@law.slu.edu.)

Web site

___ What information will you need to provide on a conference Web site?

Check all that apply:

___ Overview of conference

___ Schedule of conference

___ Biographies of participants and their photos

___ Registration information

___ Video/podcast of the proceedings

___ Other: _____

___ If you want biographies of the participants and videos of the conferences, then you must request biographies and send the Audio/Video Release Forms. In one of your first communications, you need to inform your participants that their signed release form is needed prior to the conference. All biographical information and photos must be sent to parvisk@slu.edu. Do NOT e-mail biographical information until all participants' bios have been obtained and are sent as one document. All signed video release forms should be turned in to Susie Lee.

___ Please indicate who the contact person and phone number for the event.

What is the name and e-mail address for the person collecting all RSVPs?

All RSVPs will be collected online.

Miscellaneous

___ All video recording requests should be arranged through School of Law ITS.

___ After the conference/symposium schedule is set, Dianne Morris can determine CLE credit hours. If you would like the CLE credits listed on any printed materials, the schedule must be set prior to printing.

It is requested that all e-mail communication about conferences/symposia should include your secretary to help with the logistics. If she is not aware of all the steps needed to be completed prior to completion, it may be too late to assist. The goal of the Office of Communications is to help you with the promotion and publication aspects of your conference. We aim to improve our process every year to ensure we can provide the best service possible.

Please complete and return this form to the Office of Communications, Queen's Daughters Hall, Rm. 320-B