

SAINT LOUIS UNIVERSITY SCHOOL OF LAW
COMMUNICATIONS EVENT CHECKLIST

#	✓	TIMELINE	ACTION
1		10 WEEKS BEFORE EVENT	Schedule meeting with Office of Communications to discuss event materials, timeline, budget, etc.
2		10 WEEKS BEFORE EVENT	Select the type of marketing materials you will need (check all that apply)
			<input type="checkbox"/> "Save the Date" email campaign for MailChimp, usually sent out 8 weeks before event* (approximately \$0.03 per email address) <input type="checkbox"/> "Save the Date" print invitation, usually sent out 8 weeks before event* (price depends on paper stock and finish) <input type="checkbox"/> "Reminder" email campaign for MailChimp, usually sent out 2 weeks before event* (approximately \$0.03 per email address) <input type="checkbox"/> "Reminder" print invitation, usually sent out 2-3 weeks before event* (price depends on paper stock and finish) <input type="checkbox"/> Web page graphics <input type="checkbox"/> Plasma screen graphics <input type="checkbox"/> Color event flyers QTY: _____ <input type="checkbox"/> B&W Programs QTY: _____ <input type="checkbox"/> Color Programs* QTY: _____ (approximately \$1.31 each) <input type="checkbox"/> Large format poster* QTY: _____ (\$75.00 each plus \$15.00 S&H) *Budget Line Item Required: _____
3		10 WEEKS BEFORE EVENT	Begin gathering mailing lists (if applicable) and content for marketing materials (listed below)
			Event Title
			Event Overview
			Event Agenda/Timeline
			Participant Bio's
			Participant's Official Titles
			Participant Headshots
			Photographer Request (The Office of Communications generally provides one hour of professional photography for major events. Scheduling and additional requests need to be discussed with the Office of Communications in advance.)
4		8 WEEKS BEFORE EVENT	Finalize content (listed above) for marketing materials and submit to Office of Communications
5		8 WEEKS BEFORE EVENT	Final mailing list for invitations compiled and sent to print vendor (if applicable)
6		8 WEEKS BEFORE EVENT	Submit content for event web page via the Web Updates form at: law.slu.edu/web-update-request
7		8 WEEKS BEFORE EVENT	Publicize your event via the Announcements form at: law.slu.edu/announcement-request
8		7 WEEKS BEFORE EVENT	Initial design proofs completed by Office of Communications
9		6.5 WEEKS BEFORE EVENT	Initial design revisions due to Office of Communications
10		6 WEEKS BEFORE EVENT	Second round of design proofs completed by Office of Communications
11		5.5 WEEKS BEFORE EVENT	Second round of design revisions due to Office of Communications (proofing and revision process to continue until finalized)
12		5 WEEKS BEFORE EVENT	Final design approved; graphics sent to webteam for website, artwork sent to print vendor for printed materials
13		2 WEEKS BEFORE EVENT	Reminder invitation or MailChimp campaign sent (if applicable)