**Event Planning Guide – Film Studies, SSAC**How to plan and promote events

*Updated August 1, 2018*

There are 4 steps to consider when planning and promoting your event:

1. Preparations (date, location, funding, catering, technology and technical support)
2. Publicity within the Department, SSAC, across campus and external
3. Poster development
4. Additional communication resources

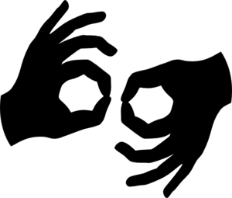
**Step 1:** Preparations

1. Check **dates** with Elise to avoid conflicts with other events
2. Reserve a **room** with Elise (Departmental space or other room on campus)  
   \*Note that fees may apply to certain rooms and specific technology requirements (ex. River Building Theatre, RB 2200 costs $350 per day, $400 per day for external organization)   
   [See room pricing chart](http://conferenceservices.carleton.ca/wp-content/uploads/CSFacilities.pdf).
3. Most events require **funding** for items such as catering, room booking, technology (IMS), hiring projectionists, graphic services, printing, etc. Funds must be approved by the Director of SSAC during the initial planning stage. Please submit a detailed budget to Brian with a copy to Kristin.

Event organizers can collaborate with other departments on campus and ask for funding (see Kristin for all funding transfers). Please first speak with Brian before requesting funding from the Dean of FASS.

1. **Catering** should be ordered through Elise using approved Aramark Services on campus. Food must be ordered at minimum one week in advance to avoid a $50 delivery fee. Some food orders can be made without catering/delivery and may require pickup on the day of the event (ex. Pizza Pizza, Starbucks or Tim Hortons).
2. Specific **technology** may be required and related charges apply, ex. “DCP lamp fees” for projector in River Building Theatre costs $75/day. Please see Jack to confirm technology required for all events.
3. Events with film screenings may require **technical support** such as external projectionist ($55/hr., 4hr min.), student projectionists ($11.25/hr., 3 hr. min.) or other recourses. Please see Jack to confirm resources required.

**Important Notes**

1. *Note that students currently enrolled at Carleton cannot be identified, in text or photograph, without explicit permission. Blank permission forms can be found at:* <http://carleton.ca/privacy/wp-content/uploads/fillable-Consent-to-Publish-Student-Information_July-2015-Draft-6-accessible.pdf> Completed forms should be sent to Elise.
2. Carleton University is committed to achieving barrier free accessibility for persons with disabilities studying, visiting and working at Carleton. As part of this commitment we must ensure our event promotion meets the standards set by the University. In your advertisements (poster or online announcement) please include “Please contact [organizer] at [organizer contact info - email] ideally by [date, 2–3 weeks in advance of event] and at the very least one week in advance, should you wish to request interpretation services for this event”. The "interpreting hands" symbol is often included. Misty Saikaley (misty.saikaley@carleton.ca), the Sign Language Interpreter/Supervisor in SLALS can provide an estimate cost.

**Step 2:** Promoting events within the Department, SSAC and across campus

1. Events Listings on carleton.ca/filmstudies are posted by Elise. The following details are required:
   * Title of event
   * Name and contact of organizer
   * Date, location
   * Start and end time
   * Audience
   * Admission fees, ticket purchase details
   * Event details
   * Images
   * Poster

Please send details to Elise as soon as they become available. Events can be added to the website with a title, date and contact of organizer with “save the date - details to come”.

1. Events listings on carleton.ca/fass

Events can be posted on the FASS website by submitting the information to <http://carleton.ca/fass/fass-events/> (scroll down for submission fields). Please inform Elise if your event should be posted on the Faculty of Arts and Social Sciences website.

1. News Posts on carleton.ca/filmstudies

A news item relating to an upcoming (or past) event can be sent to Elise for posting. Please send final text and related images (if available).

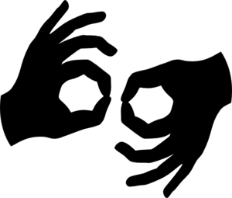
1. Display screens in St. Patrick’s and Loeb

Send details and images to Jack for posting on internal displays.

1. Twitter, Facebook and other social media – connect with our Film Social Media Coordinator, TBA, at [filmsocialmedia@carleton.ca](mailto:filmsocialmedia@carleton.ca)
2. Email announcements  
   Send announcement (subject title and final text) to Elise indicating the appropriate audience from the following email lists:
   * Internal Film Studies email list (full-time faculty and staff in Film Studies)
   * Internal Art History, Music or all SSAC email lists for faculty and staff
   * Contract Instructors for the term or academic year
   * Cross-appointed faculty, adjuncts, retired faculty, visitors, etc. (groups can be specified)
   * Current graduate or undergraduate students, note that all emails must adhere to the Student Communication Policy <http://carleton.ca/secretariat/wp-content/uploads/Student-Communication-Policy.pdf>
   * Prospective students (list managed by recruitment and includes high school students who are interested in news and events in Film Studies)
   * Carleton VIPs (President, Dean of FASS, Associate and Assistant Deans of FASS, Director of CU Research Office, etc.)
   * Film Studies alumni \* list is used on limited basis and managed through Alumni Services
3. Carleton Events Calendar, includes events across campus   
   Elise to add on request, submission module <http://events.carleton.ca/>

**Step 3:** Poster development and distribution

Faculty are responsible for poster production and distribution. This includes creating/editing/approving the text, providing imagery if available and making arrangements to distribute the posters across campus (Elise can assist). Please ask Jack, Kristin or Elise if the Film Studies or School logos are required.

In your advertising (the poster or the internet announcement) please include:   
"Please contact [organizer] at [organizer contact info - email] ideally by [date, 2–3 weeks in advance of event] and at the very least one week in advance, should you wish to request interpretation services for this event”. (The addition of the "interpreting hands" symbol is often included as well)

The Faculty employs a full–time ASL translator, and also – when necessary – uses contract interpreters. Misty Saikaley (misty.saikaley@carleton.ca), the Sign Language Interpreter/Supervisor in SLALS can provide an estimate (cost to be shared with OD FASS, contact Dean Catherine Khordoc).

1. There are three options for ordering the design and printing of posters:

*Option 1:* Through the Department of University Communications using the project request form: <http://newsroom.carleton.ca/resources-and-publications/project-request-form/> **There is no cost for the graphic design** but the request must be submitted well in advance of your event (3-4 weeks) as this free service operates on a first-come, first-served basis and may not always be available. **Printing charges still apply.**

*Option 2:* Through the Print Shop by contacting 613-520-3625 or completing and online project request form at <https://carleton.ca/theprintshop/project-request-form/>. **This service costs $60.00 per hour** plus the cost of printing.

*Option 3:* Contact Jack Coghill to create poster. **Printing charges still apply.**

1. To post: Elise manages our bulletin boards in St. Patrick’s and has implemented a protocol for posting. Please leave posters in Elise’s mailbox or deliver to 423B SP and she will post. Faculty are responsible for recruiting students to post posters outside of the department. Approval is not needed to post on the University’s bulletin boards, but keep in mind that they are stripped at the end of every month. Maps of bulletin board locations can be found at: <http://newsroom.carleton.ca/about/university-bulletin-boards/>

**Step 4:** Additional Communication resources and services available

1. Nick Ward, Communication Officer for the Faculty of Arts and Social Sciences, is our main point of contact for communications outside the department. Contact details: [nick.ward@carleton.ca](mailto:nick.ward@carleton.ca) or 613 520-2600 (extension 8436)
   * Nick can provide assistance with content, promotion, and strategy, for internal and external media. He can also facilitate having your project in the weekly FASS newsletter, [This Week @ FASS](http://carleton.ca/fass/newsletter/), the [FASS Events Listing](http://www.carleton.ca/fass/category/fass-news/events/) and the FASScinate annual newsletter.
   * You can submit an event by visiting the [FASS Events page,](http://carleton.ca/fass/fass-events/) scrolling to the bottom of page.
2. Lin Moody, Communications Officer for the Faculty of Graduate and Postdoctoral Affairs.  
   Contact details: [lin.moody@carleton.ca](mailto:lin.moody@carleton.ca)
   * Lin can facilitate promotion through FGPA websites, [TheGraduate@Carleton](http://www5.carleton.ca/fgpa/newsletter/) newsletter, and the Important Dates calendar on websites and the newsletter.
3. Beth Gorham, Manager of Public Affairs;   
   Contact details: [beth.gorham@carleton.ca](mailto:beth.gorham@carleton.ca)
   * Beth is responsible for the selection of Carleton Website Homepage stories and images.
4. Media Training through the Department of University Communications  
   DUC offers media training courses for students and faculty. For further information about public relations go to <http://newsroom.carleton.ca/resources-and-publications/>

1. Media engagement and news releases (event must be open to media for this option)  
   Contact a Media Relations Officer from DUC to create a news release and to promote the event to news agencies.

Media Advisory Request Form at <http://newsroom.carleton.ca/resources-and-publications/media-advisory-request-form/>   
Chris Cline - [christopher.cline@carleton.ca](mailto:christopher.cline@carleton.ca) or Steven Reid - [steven.reid3@carleton.ca](mailto:steven.reid3@carleton.ca)

1. LED sign on Bronson Avenue:  
   Submission module at <http://newsroom.carleton.ca/resources-and-publications/led-sign-messaging/> Review [formatting guidelines](http://newsroom.carleton.ca/wp-content/files/led-signage-policy.pdf) for the Bronson sign and the internal LED signs.