

Event Planning Guide – Film Studies, SSAC

How to plan and promote events

Updated September 5, 2019

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 the Undergraduate Administrator to avoid conflicts with other events.
2. Reserve a **room** with the Undergraduate Administrator (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.](#)

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 the School 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.

IMPORTANT POLICY CHANGES: Changes to Carleton University's [Hospitality and Working Meal Expenses Policy](#) were approved by the Senior Management Committee on Jan. 24, 2019. One of the main changes relates to alcohol at university events (hospitality or other). In line with the government's own policy, the updated policy states that alcohol expenses for university-funded events will not be funded except under exceptional circumstances **and will require advance pre-approval in writing from the vice-president (Finance and Administration)**. Please note that invoices or reimbursements for alcohol expenses that have not been pre-approved for events (hospitality or other) taking place after May 1 **cannot be charged to the university**.

Approval may be requested by submitting a [Request for Provision of Alcohol at Events form](#).

Any event, including functions for university employees (including seasonal or retirement events) that is expected to cost in excess of \$2,500 and is expensed to university operating funds **must receive prior approval by someone in a role senior to the host of the event, such as the appropriate chair, director, administrative director, dean, assistant vice-president, vice-president, or the president**. If you have questions about this policy, please email financial.services@carleton.ca.

4. **Catering** should be ordered through the Undergraduate Administrator 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).
5. Specific **technology** may be required and related charges apply, ex. "DCP lamp fees" for projector in River Building Theatre costs \$75/day. Please see the Multimedia Technician to confirm technology required for all events.
6. Events with film screenings may require **technical support** such as external projectionist (\$55/hr., 4hr min.), student projectionists (\$11.40/hr., 3 hr. min.) or other recourses. Please see the Multimedia Technician to confirm resources required.

Important Notes

- A. *Note that students currently enrolled at Carleton cannot be identified, in text or photograph, without explicit permission. Blank permission forms can be found at: https://carleton.ca/privacy/wp-content/uploads/Consent-to-Publish-Student-Information_Oct2018.pdf. Completed forms should be sent to the Undergraduate Administrator.*
- B. 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. Carmelle Cachero (carmelle.cachero@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 the Undergraduate Administrator. 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 the Undergraduate Administrator 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”.

2. Events listings on carleton.ca/fass
Events can be posted on the FASS website by submitting the information to <https://carleton.ca/fass/events/> (scroll down for submission fields). Please inform the Undergraduate Administrator if your event should be posted on the Faculty of Arts and Social Sciences website.
3. News Posts on carleton.ca/filmstudies
A news item relating to an upcoming (or past) event can be sent to the Undergraduate Administrator for posting. Please send final text and related images (if available).
4. Display screens in St. Patrick’s and Loeb
Send details and images to the Multimedia Technician for posting on internal displays.
5. Twitter, Facebook and other social media – connect with our Film Social Media Coordinator at filmsocialmedia@carleton.ca
6. Email announcements
Send announcement (subject title and final text) to the Undergraduate Administrator 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
7. Carleton Events Calendar, includes events across campus
The Undergraduate Administrator 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 (The Undergraduate Administrator can assist). Please ask the Multimedia Technician, the School Administrator or the Undergraduate Administrator if the Film Studies or School logos are required.

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 the Multimedia Technician to create a poster. **Printing charges still apply.**

2. To post: The Undergraduate Administrator manages our bulletin boards in St. Patrick's and has implemented a protocol for posting. Please leave posters in the Undergraduate Administrator's mailbox or deliver to 423B SP and he/she/they 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: <https://carleton.ca/duc/resources/#publicity>

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 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](#), the [FASS Events Listing](#) and the FASSciate annual newsletter.
 - You can submit an event by visiting the [FASS Events page](#), 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

- Lin can facilitate promotion through FGPA websites, [TheGraduate@Carleton](#) newsletter, and the Important Dates calendar on websites and the newsletter.
3. Beth Gorham, Manager of Public Affairs;
Contact details: 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/>
 5. 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 <https://carleton.ca/duc/resources/media-advisory-request-form/>
Chris Cline - christopher.cline@carleton.ca or Steven Reid - steven.reid3@carleton.ca
 6. LED sign on Bronson Avenue:
Submission module at <https://carleton.ca/duc/resources/#led> Review [formatting guidelines](#) for the Bronson sign and the internal LED signs.