

Event Planning Guide - Music, SSAC

How to plan and promote events

Updated September 4, 2019

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

1. Preparations (date, funding, related policies, location, catering, technology, technical support, piano tuning and moving) and important notes
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 Music Program Coordinator to avoid conflicts with other Music and SSAC events.
2. Most events require **funding** for items such as catering, room booking, technology (IMS), graphic services, printing, etc. Funds must be approved by both the Assistant Director of Music and the School Director during the initial planning stage. Please submit a detailed budget to Alexis and Brian, with a copy to the School Administrator. 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.

3. Reserve a **room**. The Music Program Coordinator can reserve departmental space on the 9th floor of Loeb. The organizer is responsible for contacting Kailash Mital Theatre (KMT), Conference Services or the Jacob Siskind Music Resource Centre (JSMRC) if they need

additional space. Please be aware that fees apply to certain rooms and specific technology requirements.

KMT Rental Information <https://carleton.ca/km-theatre/rental-inquiries/>
Conference Service Room Pricing Chart <http://conferenceservices.carleton.ca/wp-content/uploads/CSFacilities.pdf>

4. **Catering** should be ordered through the Music Program Coordinator or the School Administrator using approved Aramark Services on campus. Aramark Catering 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 but will require the organizer to make arrangements for pickup on the day of the event (ex. Pizza Pizza, Starbucks or Tim Hortons).
5. Specific **technology** may be required for events and related charges will apply, ex. sound speakers, microphones, video recording, etc. Once the room is booked, contact the School's Multimedia Technician (ssac.tech@carleton.ca) to discuss technology required. Organizers may need to contact Instructional Media Services (IMS) for support. All orders for IMS must be placed a minimum of 48 hours in advance and fees apply.
<https://carleton.ca/ims/carleton-university-event-support/booking-equipment/>
6. Events with specific technology may require **technical support**. IMS will indicate the technical support required based on the technology requested for the event, fees apply.
7. If your event requires the use of any **pianos** on the campus (grand or otherwise), you must inform the Music Program Coordinator at least four weeks in advance if there are tuning or transportation requirements. Note that fees apply and it is the responsibility of the organizer to confirm where the funding is coming from prior to requesting tuning or moving.

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 Music Program Coordinator, and saved to the W:Drive.
- 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.



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

1. Events Listings on carleton.ca/music are posted by the Music Program Coordinator and the Multimedia Technician (ssac.tech@carleton.ca). 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

Events that are on campus and/or organized by Carleton's Music program can be posted on the events section of the website. For all other events (off-campus, not affiliated with Carleton) these events will not be posted on the website but can be advertised through social media.

Please ensure both the Music Program Coordinator and the Multimedia Technician are informed of all the event details 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 listed 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). This should be done by the organizer, or the organizer can ask the Music Program Coordinator or the Multimedia Technician (ssac.tech@carleton.ca) for assistance. Please send final text and related images (if available).
3. News on carleton.ca/music
A news item relating to an upcoming (or past) event can be sent to the Multimedia Technician (ssac.tech@carleton.ca) 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 (ssac.tech@carleton.ca) for posting on internal displays.
5. Social media such as Facebook and Instagram
Speak with the Music Program Coordinator about social media advertising.
6. Email announcements
Send announcement (subject title and final text/images) to the Music Program Coordinator

indicating the appropriate audience from the following email lists:

- Internal Music email list SSAC_Music_All (full-time faculty, contract instructors, ensemble directors and staff in Music)
- Internal Film Studies, Art History or all SSAC email lists for faculty and staff
- 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>

Additional lists that require special consideration:

- Prospective students (list managed by recruitment and includes high school students who are interested in news and events in Music)
 - Carleton VIPs (President, Dean of FASS, Associate and Assistant Deans of FASS, Director of CU Research Office, etc.)
 - Art History alumni * list is used on limited basis and managed through Alumni Services
7. Carleton Events Calendar, includes events across campus
Please contact the Multimedia Technician (ssac.tech@carleton.ca) to add on request, submission module <http://events.carleton.ca/>
 8. The Carleton Top 5 Intranet bulletin is available online and emails are sent to over 2,500 Carleton faculty and staff. Please send to the Multimedia Technician (ssac.tech@carleton.ca) to add on request, submission module: <https://i.carleton.ca/help/submission-form/>

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 Music Program Coordinator can provide guidance). Music and SSAC logos are available. All graphic design and printed materials should reflect Carleton's publication standards and align to the University's branding.

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 an 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 (ssac.tech@carleton.ca) to create poster.
Printing charges still apply.

2. Poster distribution and posting: The Music Program Coordinator manages the bulletin boards on the 9th floor or Loeb and on the Music News board on the 2nd floor of Loeb. Please provide posters to the Music Program Coordinator 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 or 613 520-2600 (extension 8436).
Nick can help 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 website, the [FASS Events Listing](#) and the FASSciate annual newsletter.
2. Lin Moody, Communications Officer for the Faculty of Graduate and Postdoctoral Affairs. Lin can facilitate promotion through FGPA websites, [TheGraduate@Carleton](#) newsletter, and the Important Dates calendar on websites and the newsletter.
Contact details: lin.moody@carleton.ca
3. Beth Gorham, Manager of Public Affairs. Beth is responsible for selecting Carleton Website Homepage stories and images.
Contact details: beth.gorham@carleton.ca
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.
Media Advisory Request Form at <http://newsroom.carleton.ca/resources-and-publications/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 <http://newsroom.carleton.ca/resources-and-publications/led-sign-messaging/> Review [formatting guidelines](#) for the Bronson sign and the internal LED signs.