

## Event Planning Guide - Music, SSAC

How to plan and promote events

Updated September 2023

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 ([tasneem.ujjainwala@carleton.ca](mailto:tasneem.ujjainwala@carleton.ca)) and Music Performance Studies Coordinator to avoid conflicts with other Music and SSAC events. Contact the Arts Technologist/Digital Media Producer ([paul.jasen@carleton.ca](mailto:paul.jasen@carleton.ca)) as early as possible about any graphic design or media requirements.
2. For events being planned in coordination with the SPS (includes Ensemble events) where booking of venues and subsequent promotion is involved, contact the Music Performance Studies Coordinator at [eric.hitsman@carleton.ca](mailto:eric.hitsman@carleton.ca).
3. Most events require **funding** for items such as catering, room booking, technology, graphic services, printing, paying guest fees/expenses, guest accommodations, honorarium payments, etc. Funds must be approved by both the Head of Music and the School Director during the initial planning stage. Please submit a detailed budget to the Head ([jesse.stewart@carleton.ca](mailto:jesse.stewart@carleton.ca)), School Director ([Mitchell.Frank@carleton.ca](mailto:Mitchell.Frank@carleton.ca)) and School Administrator ([kristin.guth@carleton.ca](mailto:kristin.guth@carleton.ca)).  
Event organizers can collaborate with other departments on campus and ask for funding (see School Administrator for all funding transfers). Please first speak with Mitchell 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, 2019 **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](mailto:financial.services@carleton.ca).

4. Reserve a **room**. The Music Program Coordinator ([music@carleton.ca](mailto:music@carleton.ca)) can reserve departmental space on the 9<sup>th</sup> floor of Loeb. The Music Performance Studies Coordinator ([eric.hitsman@carleton.ca](mailto:eric.hitsman@carleton.ca)) is responsible for contacting Kailash Mital Theatre (KMT), Conference Services or the Jacob Siskind Music Resource Centre (JSMRC) if they need additional space (for events organized by the SPS). 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>
5. **Catering** by Aramark should be ordered through the Music Program Coordinator ([tasneem.ujjainwala@carleton.ca](mailto:tasneem.ujjainwala@carleton.ca)) for undergraduate events, or through Kristopher Waddell for graduate events. 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 (e.g., Pizza Pizza, Starbucks or Tim Hortons).
6. Specific **technology** may be required for events and related charges will apply, e.g., sound speakers, microphones, video recording, etc. Once the room is booked, contact the School's Arts Technologist/Digital Media Producer ([paul.jasen@carleton.ca](mailto:paul.jasen@carleton.ca)) to discuss technology required. Organizers may need to contact Teaching and Learning Services (TLS) for support. Events with specific technology may require **technical support**. TLS 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 Performance Studies 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](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. For information on the hiring process and cost associated with hiring ASL Interpreters please contact the [School of Linguistics and Language Studies](#).

## **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 ([tasneem.ujainwala@carleton.ca](mailto:tasneem.ujainwala@carleton.ca)) or the Arts Technologist/Digital Media Producer ([paul.jasen@carleton.ca](mailto:paul.jasen@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 Arts Technologist/Digital Media Producer are informed of all the event details as they become available.

For **Graduate** Events, please make sure the Graduate Administrator is informed ([Kristopher.waddell@carleton.ca](mailto:Kristopher.waddell@carleton.ca)). 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 Arts Technologist/Digital Media Producer ([paul.jasen@carleton.ca](mailto:paul.jasen@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 Arts Technologist/Digital Media Producer ([paul.jasen@carleton.ca](mailto:paul.jasen@carleton.ca)) for posting. Please send the

full text of the news item and, if available, related images.

4. Display screens in St. Patrick's and Loeb  
Send details and images to the Arts Technologist/Digital Media Producer ([paul.jasen@carleton.ca](mailto:paul.jasen@carleton.ca)) for posting on internal displays.
5. Social media such as Facebook and Instagram  
Speak with the Music Program Coordinator ([tasneem.ujainwala@carleton.ca](mailto:tasneem.ujainwala@carleton.ca)) and the Music Performance Studies Coordinator ([eric.hitsman@carleton.ca](mailto:eric.hitsman@carleton.ca)) 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 Arts Technologist/Digital Media Producer ([paul.jasen@carleton.ca](mailto:paul.jasen@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 Arts Technologist/Digital Media Producer ([paul.jasen@carleton.ca](mailto:paul.jasen@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 Undergraduate Administrator can assist). Please ask The Arts Technologist/Digital Media Producer, the School Administrator or the Undergraduate Administrator if the Music or School logos are required.

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

*Option 1:* For larger events, contact the Arts Technologist/Digital Media Producer to create a poster. Please supply full poster text in a Word document, along with print-quality images and any additional logos. Please allow as much lead time as possible (minimum one week for design and one week for printing). The Arts Technologist/Digital Media Producer will submit your order to the Print Shop. **Printing charges apply.**

*Option 2:* For digital-only posters, for smaller/in-class events, you may design your own or use the template and logos available at: <https://i.carleton.ca/ssac/templates-and-graphics/>.

*Option 3:* 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 4:* 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.

2. Poster distribution and posting: The Music Program Coordinator manages the bulletin boards on the 9<sup>th</sup> floor or Loeb and on the Music News board on the 2<sup>nd</sup> floor of Loeb. Please provide posters to the Music Program Coordinator for posting. 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/campus-resources/>

#### **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 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. Ellen Tsaprailis, Communications Officer for the Faculty of Graduate and Postdoctoral Affairs. Ellen can facilitate promotion through FGPA websites, [TheGraduate@Carleton](#) newsletter, and the Important Dates calendar on websites and the

newsletter. Contact details: [Ellen.Tsaprailis@carleton.ca](mailto:Ellen.Tsaprailis@carleton.ca)

3. 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 <https://carleton.ca/duc/campus-resources/>
4. Media engagement and news releases (event must be open to media for this option)  
Contact a Media Relations Officer from DUC, Steven Reid - [steven.reid3@carleton.ca](mailto:steven.reid3@carleton.ca)