

SOME ASSEMBLY REQUIRED

Design and Web

EVENT CHECK LIST

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	Finalize basic information	Name, audience, location, etc.	12 Weeks Prior
	Gather all pieces	Biography, photos, President's Office approval on content if needed	11 Weeks Prior
	Get approval on design	Send invitation files to the printer; provide design to Web	8 Weeks Prior
	Determine basic Web information	Material needed, assignments	6 Weeks Prior
	Place event in the Events Calendar	events.wayne.edu	6 Weeks Prior
	Gather information for RSVP page	Event description, speaker bio, parking, directions, thank you page, thank you email	6 Weeks Prior
	Create RSVP online base	Determine "shortname," field list and required fields	6 Weeks Prior
	Mail invitations	Contact Technicom; provide Excel files	6 Weeks Prior
	Finalize program content	Speakers, biography, images, quantity, etc.	4 Weeks Prior
	Print approved program	Large quantity outside vendor, under 100 in-house.	3 Weeks Prior
	Create or gather images	Header/footer, map, speaker photo	3 Weeks Prior
	Create HTML email if needed	Get approved text, modify header/footer images, test	3 Weeks Prior
	Finalize on-campus promotion	Posters, fliers	3 Weeks Prior
	Promote internally online	WSU home page, events calendar, Life@Wayne	2 Weeks Prior
	Get approval on all directional and event signage	Work with BioMedical Communications to produce	2 Weeks Prior
	Marketing online	Upcoming.org, After5Detroit, Life@Wayne; Pipeline	2 Weeks Prior
	Event date	Streaming video/photography	