

Process Guide for Standard Marketing Events*

Welcome to the CCAPS Marketing guide! Now that your event has been confirmed through EMS, we're excited to work with you on marketing and promoting your event. The purpose of this guide is to establish communication and timeline expectations as we work together on the marketing success of your event. Some things to keep in mind:

- We are happy to meet with you any time! If email communication is insufficient, feel free to call us or ask for a meeting. Sometimes a ten-minute meeting can be the best design tool.
- CCAPS produces marketing and other materials for the CCA Dean's Office, the Department of Art+Design, the Department of Music, and the Department of Theatre Arts. Getting information and feedback from you in a timely matter helps us ensure that we are able to provide quality services to all of our clients, including you!

Marketing for Standard Marketing Events* begins (at least) 6 WEEKS BEFORE THE EVENT:

Submit your **standard** event request through the EMS system **at least six weeks before** your scheduled event. The process of submitting your request includes:

- Submitting any text that must appear on marketing materials (not including programs) through the EMS portal or by emailing Whitney and Marissa. It is helpful if you submit text in hierarchical order so that we know what information should be given emphasis in the design.
- Emailing any additional materials you wish to be included your design, such as high-quality photos, logos, etc. to Whitney and Marissa.
- Emailing Whitney and Marissa any initial creative input you wish to have conveyed in the design, or affirming that you give the CCAPS marketing team full creative license for your event. Creative input might include examples of past design approaches you think would be effective for marketing your event, an event "theme" based on a song or composer being performed at the event, color suggestions, etc.

When we receive your marketing request through EMS, we will reach out to schedule a meeting to further discuss your ideas and needs. If you feel no meeting is necessary and you have given us all the information required to meet your marketing needs, we will begin designing.

****Materials for Standard Marketing Events** include posters, H Frames, social media posts, single-page programs, and TV screen postings advertising for a single-day event.

Non-Standard Marketing Events as well as stand alone marketing projects not associated with an event require at least 8 weeks notice and a production meeting to determine an appropriate marketing plan and timeline.

