Caine College of the Arts Production Services

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.

MARKETING

Initiate marketing by completing all submission steps above 6 weeks OR MORE before the event. Expect an initial design in your inbox! Please respond with any feedback or edits within two business days, and expect to see the revisions in your inbox within two business days of your revision request.

PLEASE NOTE THAT YOU ARE LIMITED TO TWO ROUNDS OF REVISIONS. Feel free to request a meeting at any point during the revision process.

The design has been finalized. At this point we will order any print materials you have requested and build out any digital materials you have requested.

You will receive any digital marketing materials you have requested. Your event will appear on the CCA TV screens. Posters will be hung around campus and downtown Logan.

6 WEEKS 4 WEEKS 3 WEEKS 2 WEEKS 5 BUSINESS DAYS 8 EVENT

PROGRAM*

*Program Timeline for standard, single sheet programs printed through the music office Program content is due. Please give information EXACTLY as you want it to appear.

Note: if we do not receive your program content before this date, we will only provide your program cover, and you will be responsible for designing your own program content. Expect an initial your program design program your inbox!

Please note that you are limited to ONE round of edits. Your edits to the program are due.

We will email you the program files. You are responsible for sending them to be printed.