

2010 Critical Path

CHAIR NAME	SPONSORSHIP/ BUSINESS COMMITTEE	MARKETING/ PROMOTION	STUDENT CAMPAIGN	PROGRAMMING	LOGISTICS/ PROGRAMMING	REGISTRATION
Committee Member(s)						
Meeting Dates Below:						
Coordinator Lead						
August	<ul style="list-style-type: none"> Set Sponsorship Goals. Establish list of primary contacts. Draft sponsorship benefits/menu. Draft business invites letter with marketing by sector. 	<ul style="list-style-type: none"> Establish Event Message. Assist Sponsorship to create sponsorship and business invite/solicitation materials. Meet to discuss marketing plan. 	<ul style="list-style-type: none"> Confirm Chair(s) from each representing school. Set Goals. Establish list of primary contacts. Assist to develop session topics. Provide input into logistical requirements. 	<ul style="list-style-type: none"> Decide on number of sessions. Establish session topics and potential speakers. 	<ul style="list-style-type: none"> Confirm Event Details and Logistics including date, location and service providers. Set financials/budget. Research unknown costs. Set/approve Critical path. Provide direction to each committee. 	<ul style="list-style-type: none"> Set registration goals. Include field to differentiate sponsors/ employers/ students/ volunteers
September	<ul style="list-style-type: none"> Finalize website and registration sites. Send Business invite to contact lists. Finalize and send Sponsorship packages and business invite. Follow-up on sponsorship/ business invite via phone / email / personal meeting. 	<ul style="list-style-type: none"> Develop marketing/ communication strategy. Go live with Business invitation initiatives. 	<ul style="list-style-type: none"> Provide input into and support solicitation strategy. 	<ul style="list-style-type: none"> Solicit speakers/panels. 	<ul style="list-style-type: none"> Committee Meeting. Work with Committees on administrative requirements. 	<ul style="list-style-type: none"> Develop software. Confirm and develop all methods of registration including phone, web, email, fax, etc. Go live with registration methods.
October	<ul style="list-style-type: none"> Continue follow-up on sponsorship package and business invites via phone and personal meeting (if 	<ul style="list-style-type: none"> Implement marketing/ communication strategy. Initiate whisper campaign. 	<ul style="list-style-type: none"> Promote event-utilizing tools provided by marketing. Develop school specific 	<ul style="list-style-type: none"> Confirm sessions and speakers. Develop program content. 	<ul style="list-style-type: none"> Committee Meeting. Asssit sponsorship with solicitation. 	<ul style="list-style-type: none"> Accept and monitor registrations. Report to committee on number of registrations.

	<ul style="list-style-type: none"> required). Confirm sponsorship. Track number of confirmed sponsors and supporting businesses. 	<ul style="list-style-type: none"> Draft copy/design for program. 	<ul style="list-style-type: none"> marketing strategies with marketing committee. Begin to promote event and registration. Launch event marketing. 	<ul style="list-style-type: none"> Provide marketing committee with information on concurrent sessions 	<ul style="list-style-type: none"> Solicit Event Coordinator students at Fanshawe for on-site volunteer support. 	<ul style="list-style-type: none"> Determine number of volunteers required. Inform logistics/marketing of administration requirements for on-site registration. Provide to logistics set-up requirements.
November/ December	<ul style="list-style-type: none"> Confirm final sponsors and committed business attendees. Confirm Sponsor Attendance at event and additional guests if required. Work with Marketing to ensure all sponsorship benefits are realized on-site. Implement strategies to increase registration if required. 	<ul style="list-style-type: none"> Launch whisper campaign. Create news release. Liaise with Sponsorship to finalize printed program. Contact media for event coverage. Confirm media interviews Design media kits. Solicit media sponsorship. 	<ul style="list-style-type: none"> Continue to promote event and registration. Liaise with registration committee to determine strategy for increased registration. 	<ul style="list-style-type: none"> Finalize print program with marketing. Provide AV and set-up requirements to logistics for each concurrent session Touch base with session speakers/panels to confirm requirements. 	<ul style="list-style-type: none"> Committee Meeting. Confirm on-site volunteers. Continue to liaise with all Committees. Prepare script/run sheet. Confirm all on-site items including Check in, name tags, registration process, sessions etc... 	<ul style="list-style-type: none"> Review registration goals and determine if they are being met. Implement strategies to increase registration if required.
January / February February: Wrap-up TBD	<ul style="list-style-type: none"> Appoint on-site lead volunteer to greet and liaise with sponsorship and business attendees. Post event thank you to sponsors. Feed back and re-solicit for next event. Issue Final Report to 	<ul style="list-style-type: none"> Appoint lead volunteer for on-Site Media. Print Marketing Materials. Send to Media contacts. Thank you to media. Integrate marketing initiatives with student run events. Issue Final Report 	<ul style="list-style-type: none"> On-site event marketing Participate in student registration. Thank key student contacts. Participate in the welcoming of student registration. Issue Final Report 	<ul style="list-style-type: none"> Attend final meeting with logistics, Convention Centre and AV person to confirm session AV requirements and set-up. Appoint lead volunteer to greet speakers and assist with set-up. Purchase thank you gifts for speakers. Thank speakers Issue Final Report. 	<ul style="list-style-type: none"> Committee Meeting Finalize Event Timelines. Final confirmations of volunteers, service providers, committee needs, etc... Train on-site volunteers. Thank you to committee and volunteers. Ensure all thank you items and receipts sent. Final Report 	<ul style="list-style-type: none"> Appoint lead registration volunteer. Send reminder notice to all registrants with date/time/bus schedule. Confirm set-up of two registration areas, student registration and business/sponsor registration. Issue Final Report.