



Event Committee Description

Each Event Committee must work together to effectively complete the Event Checklist. This WILL entail doing additional work outside of your Event Committee Chair position.

EVENT: _____ EVENT DATE: _____

TODAY'S DATE: _____ EVENT BUDGET: _____

Public Relations Chair

This person is responsible for meeting with the Public Relations Coordinator to develop a full marketing plan for the event. This will include, but is not limited to, fliers, Facebook advertisement plan, chalking, Eagle Vision slide, Student Printz, tabling, USM Mailout (Which is sent to the Advisor and the Advisor will submit to University Communications) and any additional advertisements. This must be completed by the date on the checklist. After completion of the marketing plan, design and distribution of the marketing plan must occur. The PR Chair has the ability to create a street team to assist him/her with the advertisement of the event. This person must be VERY involved and effective in advertising the event. This person will work with and report to the Public Relations Coordinator.

Name: _____ Phone Number: _____

Sponsorship Chair

This person is responsible for the direct line of communication between possible sponsors for each event. Your event must have at least two (2) on campus sponsors. A sponsor may agree to advertise, give money, produce part of the event, etc. Agreeing to bring people to an event is NOT a sponsorship, however, is encouraged to be part of the sponsorship agreement. It is essential that ALL sponsors are secured via the Sponsorship Agreement form prior to the creating of the marketing plan...as all sponsorships MUST be visible on ALL event advertisements. Sponsorship Agreement forms will be turned into the Budget Coordinator, and then signed and approved by the Advisor. You may also secure off campus sponsors in the form of monetary or item donations. DO NOT sign or agree to allow vendors to come to your event without prior approval from the advisor. This person will work with and report to the Budget Coordinator.

Name: _____ Phone Number: _____

Hospitality Chair

This person is responsible for ALL event riders. Riders will include food requests from bands, getting the coolers ready with water bottles iced down, the equipment list, etc. In addition, this person will contact Southern Miss Catering to get quotes on the menu for events that food is offered on. NO orders should be finalized without approval from the advisor. This person will also decorate and prepare the Hospitality Room, and may ask for member's help at any time. In addition, the Hospitality Chair will be the "go to" person for all contractual entertainment DURING the event. This person will work with and report to the Event Production Coordinator.

Name: _____ Phone Number: _____

Communication Chair

The Communication Chair will follow up on bookings, room reservations, equipment requests, and ensure that all work in being done within the Event Committee. This person will also set up meetings between the Event Committee and Event Coordinator to review event progress. Additionally, The Communication Chair will be the "go to person" when the contracted band, artist, or group arrives and communicate the needs of the person(s) with the Hospitality Chair. Finally, this person will create and come up with a detailed event timeline of each event, and create and facilitate the shift sign up process for the SMAC members. In addition, you will work with the Sponsorship Chair and the Budget Coordinator to create the budget plan and final expenses list. This person will work with and report to the Vice President (for room and tabling reservations) and the Event Coordinator.

Name: _____ Phone Number: _____