THE CLAREMONT COLLEGES

Intercollegiate Events Guide

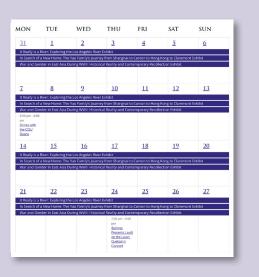## Helpful tips and recommendations for planning consortial-wide events

TCCS Communications has prepared this guide to assist you with planning your event. Effective planning for an event is essential to ensure its success and smooth execution. This guide provides valuable tips to enhance and maximize the impact of your events. The Communications Department for your host college can provide additional insight.

Advancing Planning

While some events are annual and have a rhythm and approach, new events require extra thought to ensure success. Depending on the type, audience, and scale of the event, it may be useful to begin preparing months in advance. Here are some key elements to keep in mind.

✦ Begin planning well in advance, at least 8 – 12 weeks prior to the event date

✦ Review this task list to help organize your approach

✦ Develop the event theme and program to guide venue selection

✦ Keep in mind that some campus venues are very popular and book up sometimes a year or more in advance

✦ Consider the guest lists (individual campus, consortial, or public) when selecting a venue

✦ The guest list will guide your communications efforts to publicize the event

✦ A planning matrix will help with overall planning

TCC Events Calendar

The TCC Events Calendar is an excellent resource to communicate your event to the public. Please reach out to your host college's Communication Department to add your event to the TCC Events Calendar.

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Coordination with Your Host College

As planning for your event begins, contact the Communications Department of your host college to share details about your upcoming event. The Communications Department can provide expert guidance and advise on potential date conflicts that should be considered.

- ✦ Pomona College - eventservices@pomona.edu
- ✦ Claremont Graduate University - communications@cgu.edu
- ✦ Scripps College – marcomm@scrippscollege.edu
- ✦ Claremont McKenna College - media@cmc.edu
- ✦ Harvey Mudd College – communications@hmc.edu
- ✦ Pitzer College – communications@pitzer.edu
- ✦ Keck Graduate Institute - marketing@kgi.edu

Intercollegiate Websites

Approved intercollegiate programs have websites using a claremont.edu address. An intercollegiate website provides a virtual space to present your programs, services, and activities. Unlike printed materials, websites can be easily updated to display the latest information about your events. Consider using your intercollegiate website to provide detailed information about your events, including photos and videos of prior events.

Please note that website content, including updates, is the responsibility of the intercollegiate department/program, but the host college's communications office can assist in editing content if requested. More details about intercollegiate websites are available here.

Stay Connected

An event is just a moment, but your connections can be lasting. Consider how you can maintain communication with attendees and encourage them to connect beyond the event. It's crucial to have mechanisms to track and record interested individuals for follow-ups. Examples include email list sign-up sheets, offering prizes for following your social media accounts, and collecting sign-ups for upcoming events. Make impactful connections to grow your community.

Coordinate with TCCS Communications

TCCS Communications manages the social media platforms and various consortial display monitors for The Claremont Colleges. Please send content and graphics if you want your event shared on TCC socials. You can request that your event be shared on the consortial monitors here. Please reach out to TCCS Communications if you need assistance with consortial communications at communications@claremont.edu.