

Event Coordinator Cheat Sheet Template

1. Event Name: Career Fair Spring 2024

- Date: April 15, 2024
- Time: 10:00 AM - 2:00 PM
- Location: University of Houston Campus Recreation and Wellness Center
- Event Coordinator: Jane Smith, jsmith@uh.edu
- Target Audience: UH students and alumni seeking job opportunities
- Notes: Employers from various industries will be present; attendees should bring resumes and dress professionally.

2. Event Name: Spring Fling Carnival

- Date: May 3, 2024
- Time: 12:00 PM - 5:00 PM
- Location: Lynn Eusan Park
- Event Coordinator: John Doe, jdoe@uh.edu
- Target Audience: UH students, faculty, staff, and their families
- Notes: Enjoy carnival games, food trucks, and entertainment; free admission for all UH affiliates.

Marketing Timeline

- **6 weeks before event:**
 - Develop graphic design materials.
 - Submit designs to UH Branding for approval.
- **4 weeks before event:**
 - Approved graphic design materials posted on UH Go, Access UH, social media, and website.
- **2 weeks before event:**
 - Submit event details to CoogNews for publication.

Event Coordination:

- **Prior to event:**
 - Conduct an e-mail campaign and registration process.
 - Add event to UH and DSA Calendars.
 - Write a press release for DSA website.
- **During event:**
 - Ensure smooth event execution, including setup, logistics, and attendee engagement.
- **After event:**
 - Prepare a follow-up article about the event for the DSA website.

This cheat sheet provides a comprehensive overview of key event details, marketing tasks, and event coordination steps to ensure successful execution of University of Houston Division of Student Affairs events.