



MarCom Project and Event Request Form

Proper planning is necessary to meet all project and event scheduling.

Minimum timeframe for MarCom projects:

2 week for eblasts

2 months for videos upon receipt of final content

3 weeks for graphics

2—6 months minimum for major projects and/or events

PROJECT TITLE:

EVENT TITLE:

Eblast Flier Website CBS—Host (Facilities only) CBS—Sponsored Event

Registration Banner Other - please explain

PROJECT DEADLINE DATE:

PROJECTED EVENT DATE:

DEPARTMENT (PROJECT OWNER):

CONTACT PERSON:

Contact's Cell number:

VP APPROVAL SIGNATURE: (Required field)

REQUEST DATE:

EVENT DETAILS:

On CBS campus:

Off CBS campus:

Location address (if off campus):

PROJECT/EVENT DETAILS and CONTENT: What is your goal, vision, mission or message?

What?

Who?

When?

Where?

Why?

How?

Define it!

Attach Word document with message content, helpful examples and addition information on the back of this form.

***Please request ALL vendors to list CBS Business Office and Event on all invoices.**

BUDGET: (Required fields) ACCOUNTING PROJECT CODE:

What is the estimated cost or budgeted amount?

***Notify Business Office of event/project if money is to be collected at the event!**

BUDGET Exceptions:

If not, event owner will accept responsibility and all expenses will be charged to your department.

*** Initial to accept:**

PROJECT/EVENT TARGET AUDIENCE: Does this project/event align with the

CBS Mission Statement: Yes No

Who is the target audience: (Staff, Faculty, Students, Alumni, Donors, Public)

Estimated event audience number:

ROI Exceptions:

If ROI is unknown, please have your VP approve and initial as an exception.

*** VP's Initials to accept:**

EVENT RESOURCE NEEDS:

CBS Facilities Venue & Catering needed Transportation Event Planning Audio, Video, Music

Photography/Graphics Website - Banner, Webpage, Registration Social Media Other