

## Planning and Promoting an Event and News at the College

### Reminders and Tips for event planning and request forms:

Advance event planning is important. You will get better attendance and we can offer you better service if you plan your events well in advance (at least 3-6 months depending on the type of event) and order your posters or promotional materials at LEAST 3 weeks in advance (preferably more).

- If you have never filled out a calendar event/room request form or need help, please contact [Cheryle Dixon](#), [Cameron Cary](#) or [DeAnna Purser](#).
- On the Event Request form, you will be asked questions about
  - Date, time, special requirements, and set-up
  - Description of your event
  - Thompson Catering services, if required
  - Promotional requests – print or digital advertising, if required
  - Photography requests
- Please fill out the Event Request Forms as accurately and completely as possible (i.e. full event titles, event descriptions, and all relevant details)
- The information that you provide on the Event Request Form is very important because it is used by multiple offices on campus and applies to multiple elements of the event planning/promotion process
- This is an automated system. Your responses regarding the event title and description on the form **appear directly on the calendar**, so use complete sentences, and check your spelling and grammar. Never use “TBA,” please.
- Please do not substitute an answer to a question with “I will call you...” unless absolutely necessary.
- If this is a public event, be sure to select “Public”
  - What is considered “Public”? Events that involve the entirety of the College community AND the outside public.
  - If this is a departmental/internal meeting or a recurring (weekly or monthly) event, it is usually *not* considered “public”

### Promotion of an Event

- The Communications Office will help you promote your event based on the information we receive from the calendar ems system.
- Poster and promotional print material requests are a part of the Event Request Form.
- Please see **EVENT PROMOTION** document for a complete list of potential options for event promotion.
- Contact: [Parker Nixon](#).

### Promotion of the College and its constituents

The Communications Office collects campus-wide College news and information to distribute to its constituents and support admissions and advancement efforts.

- If you have personal stories and news to report involving a faculty member, a student, a project, College-related news, or a member of the community, please forward that to [communications@hsc.edu](mailto:communications@hsc.edu). Depending on the editorial timeline, it may be used on the website, in a news story, on social media, or in the *Record*.

**The following are forms that enable you to self-report your news:**

- Student Story Form:  
<https://secure4.hsc.edu/forms/view.php?id=91967>
- Faculty Story Form (personal news)  
<https://secure4.hsc.edu/forms/view.php?id=91006>
- Faculty Scholarship Form (professional/scholarly news):  
<http://www.hsc.edu/Academics/Provost-and-Dean-of-the-Faculty/Faculty-Scholarship-and-News/Faculty-Scholarship-Form.html>

**Who to Go To:**

**Office of Communications and Marketing**

marketing the College, College communications, College news, print and electronic promotion

For general inquiries or for reporting College news: [communications@hsc.edu](mailto:communications@hsc.edu)

**Gordon Neal '09**, Director of Communications & Marketing  
gneal@hsc.edu | (434) 223-7229

**Jennifer Cochrane**, Publications Production Liaison  
-contact for all print/publications projects (posters, programs, e-boards, etc)  
jcochrane@hsc.edu | (434) 223-6393

**Parker Nixon**, Communications & Marketing Coordinator  
-contact for public relations, photography requests, and the College's official social media accounts  
pnixon@hsc.edu | (434) 223-6263

**Kelly Malone Dudley**, Web Content Editor  
-contact for all Hampden-Sydney College website content requests, changes, updates  
kmalonedudley@hsc.edu | (434)-223-6391

**Karen Huggard**, Associate Director of Communications & Marketing  
-contact for content and information about the *Record*  
khuggard@hsc.edu | (434) 223-6397

**James Early**, Graphic Design Manager  
-contact Jennifer Cochrane for graphic design requests  
jearly@hsc.edu | (434) 223-6258

**Alex Grant**, Graphic Design Manager  
-contact Jennifer Cochrane for graphic design requests  
agrant@hsc.edu | (434) 223-6970

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**Event Planning and College Calendar:**

For scheduling an event, planning logistics, reserving a space, or getting your event on the college calendar, contact:

**Cameron Cary**, Director of College Events  
ccary@hsc.edu | (434) 223-6138

**DeAnna Purser**, College Events Assistant