

Planning and Promoting an Event or 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 the best support 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 the Director of College Events, [Cameron Cary](#).
- On the Event Request form, you will be asked questions about
 - Date, time, spacial 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 material requests are part of the Event Request Form.
- Please see **EVENT PROMOTION** document for a lengthier list of potential avenues for event promotion.
- Contact: the [Communications & Marketing Coordinator](#)

Promotion of the College and its constituents

The Communications Office collects H-SC news, information, and stories to distribute to College constituents, promote the College, and support admissions and advancement efforts and institutional priorities.

- If you have personal stories and news to report involving a faculty member, student, project, the College, or a member of the community, please email to communications@hsc.edu. Depending on the editorial timeline, it may be used on the website, in a news story, on social media, in the *Record*, and/or other media.

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):
<https://secure4.hsc.edu/forms/view.php?id=90711>

Who to Go To:

Office of Communications and Marketing

The College brand, marketing and communications, news, public relations, print and creative services, print and electronic promotion, digital media.

For general inquiries or for sharing news and story leads: communications@hsc.edu

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

Jenny Shaskan, Communications & Marketing Coordinator
— contact for public relations, photography requests, and the College's official social media accounts
jshaskan@hsc.edu | (434) 223-6394

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

Alexandra (Allie) Evans, Editorial Content Manager
— contact for content and information about the *Record*, College or alumni news
aevans@hsc.edu | (434) 223-6394

Alexandria Grant, Graphic Design Manager
— please submit graphic design requests via Jennifer Cochrane
agrant@hsc.edu | (434) 223-6970

Wesley Smith, Web Developer
—contact for website, blog, or digital technical support
wsmith@hsc.edu | (804) 477-2349

Event Planning and College Calendar:

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

Cameron Cary, Director of College Events

ccary@hsc.edu | (434) 223-6138

Catering Services:

For information about a catered event or utilizing “through the line” food service in the Main Dining Hall, please contact:

Debra Shumaker, Catering Director, Thompson Hospitality

debra.shumaker@thompsonhospitality.com | (434) 223-6251

Audiovisual Equipment:

For questions about projection equipment, laptops, or existing technology in a space, please contact:

Mike Timma, Library Technologist and Canvas Administrator

mtimma@hsc.edu | (434) 223-6292