

**CITY COLLEGE OF SAN FRANCISCO  
CONCERT AND LECTURE SERIES**

**TIMELINE FOR EVENTS**

Times stated are minimum for optimum effectiveness. However, it is understood that these timelines are not always available.

<b>ITEM</b>	<b>DESCRIPTION</b>	<b>COUNTDOWN</b>
Proposal to Coordinator	Receive completed proposal with attached documentation (press kit, resume, bio etc.)	12 weeks
Proposal on C/LS Committee agenda	Concert and Lecture Series Committee must approve all programs and fees.	8 weeks
Publicity	Prepare press release, PSA Assign flyer design	7 weeks
Submit flyer to Duplicating	Allow five (5) working days for production	6 weeks
Media mailing	Releases to newspapers In-house publicity (campus publications) Special interest mailing Follow up phone calls	5 weeks
Media mailing	PSA's campus mailing community mailing list post flyers on campuses distribute at student centers	4 weeks  2 weeks day before event
Arrangements:	Reserve space Arrange for usher/reception volunteers <b>Arrange for any special master of ceremonies</b>	10 weeks (before submitting proposal) 2 weeks 2-3 weeks
Marquee Request Form to Dean of Student Activities	Digital ad outside cafeteria	5 days before the event
Work orders	custodial work (cleaning, chair set up) audio-visual requests technical requirements programs or handouts	3 weeks  10 weeks (at time of proposal) at time of proposal 2 weeks
	Order a/v equipment, P.A. system	10 weeks (at time of proposal)
Introductions	Arrange final details of introduction of speaker or performer.	1 week
Post event activities	Follow-up host feedback re: attendance, audience comments/evaluations, quality of presentation	1 day or as soon as possible after within the week of the event for fresh impressions
	Keep tabs on fee payment	Until paid
	Thank you letter to performer	After receipt of payment
	Report to Committee	next meeting