

TRU DISTINGUISHED ALUMNI AWARDS

April 7, 2017, Grand Hall

	Collateral	Details	Date
Announcing DAA Winners	Create Web page Banner Will have button to link to online registration	To be used on: <ul style="list-style-type: none"> • Web page • Email invites • Email newsletters 	Late Feb Announce one recipient each week
Event Registration	Online RSVP form created Use banner from 2016 web announcement	Register Now – create Button for online and e-newsletter links NOTE: needed before we announce event	Late Feb
Event Promotions	Need Mass email invitation <i>banner or embedded thumbnail image</i>	Series of mailings: <ul style="list-style-type: none"> • hold the date – late Feb • announce recipients and sponsors Mar & April 	
	Print - Ad	Discuss when & where to print	Need Meeting
	Electronic – Ad		
	Press release And other News Media	News release, Midday, interviews	
	Promotional Flyer 8.5 X 11	Features: <ol style="list-style-type: none"> 1. Award recipients, 2. event details, 3. prime sponsor 	Early March
Video Preparations	Recipient Awards	New Questions so Recruitment can use cuts from video	complete by March 30/15
Event Collateral	Evening's Program Booklet		
	Recipient posters - 6	36x24 and 11 X 17	
	Framed Award		
	Need collages of winner from '95 - '14 for display	How do we display these in a smaller format	Alumni Office
Post event	Use of created Collateral	How do we use the posters that are created for	Need Meeting
	Thank You ad	Is this necessary	Need Meeting
	Newsletter - Bridges		Need Meeting

Draft Time line for event video pre:

Jan 9, 2016: confirm the recipients

Recipients will be:

2 - Student Leadership

1 – Community Leadership – Milestone Achievement

2 – Distinguished Alumni Awards – criteria listed on web page

http://www.tru.ca/alumni/events/distinguished_alumni_awards/about_the_awards.html

We Confirm recipient is attending and ask for additional collateral: photos, support personal contacts and set up filming time for January

March 1: Put names and photos up on Web page

Late Feb: send out first save the date and announcement that recipients have been chosen

link them to web site

Feb 21 – March 1: Gather raw footage for Videos

Feb 20: Industry Mail out sent to all alumni – recipient photos and one liner about bio and link to web page

Feb 27: start promotions on campus and off

–8 weeks from event

Send out directed invitations to relevant organizations and invitation lists

March 17 - March 21: Add elements and voice over to create finished 3 minutes finished videos

(Note we do not do videos for the students, Career Mentor)

Mar 21: Industry Mail out sent to all alumni – announcing all sponsors, recipients and link to ticket sales

April 1: Industry mail event reminder and sponsor thank you.

NOTES: