

BAYLOR CAMPUS CONFERENCE CHECKLIST

Planning a Publicity Strategy

An individualized timeline for publicity should be developed far in advance of the conference. Keep in mind that advertisements announcing a call for papers may need to be submitted a year or more in advance of the conference. The items below are elements which should be included in the timeline.

BEFORE CONFERENCE PUBLICITY

A. Meet with the conference organizers to develop timeline for publications:

1. Call for Papers – ads and/or mailer, give at least 3 months notice before deadline
2. Conference advertisements / publicity should be pursued through numerous venues depending upon the target audience, including
 - Baylor University Calendar (<http://www.baylor.edu/calendar/> - contact Public Relations)
 - Departmental webpage (contact departmental ITS administrator)
 - This Week at Baylor weekly email (derived from the Baylor University Calendar)
 - National / regional publications in the respective field (i.e. newsletters, websites, journals)
3. Conference advertisements / publicity may also be pursued through the following venues:
 - Office of the Vice Provost for Research (website, newsletters, PR stories)
 - *Baylor Lariat* at x1711
 - KWBU at x3472
 - Waco Tribune Herald
 - Local TV spots
 - A&S – Calendar of Academic and Cultural Events, Lillian Rountree
 - Continuing Education catalog, Annette Lindsay
 - Baylor Website (the buttons on the bottom of main page) Colin Witt, x6270.
4. Brochure mailer - arrange for mailing to external audiences at least 2 or 3 months prior to conference
5. Conference program / schedule - arrange for delivery at least one week prior to conference

B. Determine target audience and arrange for mailing lists:

1. Baylor University mailing
 - Faculty and/or staff (contact the Payroll Office)
 - Board of Regents (contact the President's Office)
 - Development Council
 - Retired professors - contact Baylor Retired Professors/Administrators Program

2. Waco mailing
 - Waco Baptist Association (Contact Director Paul Stripling at 753-2408)
 - Area community groups with likely interest in conference theme (e.g., area business groups and associations)
3. External mailing
 - Past participants/speakers
 - ASBCS – Association of Southern Baptist Colleges and Schools
 - CCCU – Council of Christian Colleges and Universities
 - Regional/state academic departments within relevant disciplines
 - Academic organizations with relevant disciplinary focus
 - Peer institutes/centers

C. Create strategy to encourage wider Baylor faculty/student involvement

1. Enlist members from as many departments as possible to chair, host, moderate, or otherwise lead sessions
2. Personal contacts with strategic deans/chairs/faculty to request support
3. Ask faculty to hand out brochures in their classes
4. Use faculty in organization of panels

D. Contact Printing Procurement (if not coordinating through Public Relations)

1. Allow 2 weeks for printing flier/brochure - longer for any special effects like embossing or metallic colors.
2. Meet with Printing Procurement to clarify details, explain any special instructions, and select paper.

E. Create a conference website with all applicable materials readily available

The departmental ITS administrator should be able to assist with this process. The Office of the Vice Provost for Research can also assist in getting this information posted and coordinating online registration, abstract submission, and payment services.

At minimum, the following information should be included on the conference website:

1. Conference program
2. Registration procedures
3. Conference cost and payment guidelines
4. Campus Map detailing venue and available parking (if during school year, talk to campus police about reserving parking facilities)
5. Abstract submission guidelines
6. Poster presentation guidelines
7. Local information, such as preferred hotels, restaurants, and local attractions

DURING CONFERENCE

A. Videotaping - contact KWBU

1. Edited videotapes may be shown on KWBU or the College Channel, or may be used for archival or marketing.
2. Check with PR to see which, if any, main events they will be filming.
3. Get quotes for costs of filming additional events.

B. Audio taping

If you cannot afford to have events videotaped, it is a good idea to have a professional company come and make audiotapes of events. On-Site Taping Service of California (contact Coco @ 818-991-8084), does everything for free. The only requirement is a table set up at the venue to sell the recorded tapes. You will get a copy of the tape at no cost and receive 15% of sales.

C. Arrange for photographers

Baylor Photography may be available to coordinate photos of events. The photographer will need a list of times and particular shots desired.

The preceding information has been provided based upon prior experiences in coordinating many conferences on the Baylor campus. If you find any of this information inaccurate, or believe that others may benefit from additional information, please send updates to research@baylor.edu. Your feedback is greatly appreciated.