



Event Communications Plan Request Process

A communications plan will be created by the Communications Director if the event meets one or more of the following criteria:

- Has 100 or more desired attendees
- Is a national event
- Is going to the unassigned
- ACE's big 4 events automatically receive a communications plan (AL, LB, HL, WL)

Before requesting a communications plan, please answer the following questions:

- What is the goal/purpose of the event?
- What is the desired outcome of the event?
- What is the theme/message of the event?
- Who is the audience and what is their familiarity level with ACE?
 - Will communications go to the unassigned?
- What is the attendance goal of the event?

Communications Plan Request Procedure:

- Event is created
 - Date/time/location are set
- Answer comms plan request questions
- Make comms plan request to Jason and Ragan, including answers to the pre-comms plan questions
 - **Send request a minimum of 9 weeks out from a large event, 6 weeks out from smaller events**
 - Requests made after that time frame will be considered based off the event type and overall outbound communications calendar
 - If you desire something specific, share with the original request. *This is not a guarantee that your request will be accommodated*
- Jason works with the development team to determine what communications will come from mailchimp and what will come from an MGO's outlook
 - For emails coming from MGO's outlook, the Communications Team will provide a text template
- Jason works with the development team to determine the communications cadence that is most appropriate for the event (weekly, monthly, etc.)
 - Final communications plan decision will be made by Jason and the Events Team
- Before a mailchimp communication goes out, Jason will inform the relevant MGOs
- Event occurs
- Jason works with the development team to determine follow up communications plan, what communications will come from mailchimp and what will come from an MGO's outlook
 - For emails coming from MGO's outlook, the Communications Team will provide a text template

For smaller events handled by the Events Team, the Events Manager will provide MGOs with invitation and post-event follow up text. MGOs are responsible for sending these and any additional communications.