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 events automatically receive a communications plan (Luncheon/ Vision Summit)

To request a communications plan for your event, please complete the Event Request Form

Communications Plan Request Procedure:
- Fill out Event Request Form
- Event is created
  - Date/time/location are set
- Comms team works with the development team to determine what communications will come from mailchimp and what will come from an MGO's outlook (personal).
  - For emails coming from MGO's outlook, the Communications Team will provide a text template
- Comms team 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 Dev Team and the Events Team
- Before a mailchimp communication goes out, Comms team will inform the relevant MGOs
- Event occurs
- Comms team 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 Team will provide MGOs with invitation and post-event follow up text. MGOs are responsible for sending these and any additional communications.