

ASSOCIATE DIRECTOR for PROMOTIONS

CHRONOLOGY

January/February	Attend Festival Follow-up Meeting (usually last Sunday of January) By February 15th send annual budget request to ISU or U of I contact so that budget can be prepared for March meeting.
March	Attend Spring Meeting of Planning Committee Item idea/research - Seriously assess what sold & what didn't Clarify procedures for getting bids through University Purchasing Agent Request logo from exec. director
April/May	Get logo from exec. director Begin email communication with Minerva – ***request that Minerva pre-packages pre-orders by school to deliver at registration For new items request minimums, pricing, set up costs Request all state logo from director
June	Get logo from all state director Bring pictures & prices of new items for committee to discuss at two-day Summer Meeting of Planning Committee. Confirm tax procedures with university and include tax in sales amount. Design Pre-Order form for mailing
July/August	Contact all-state producer about additional items for cast (e.g. rehearsal water bottles) Contact Minerva with pre-order info so website can be created Make sure Minerva has final logos for website and printing
September	Report from Summer at Fall meeting of Planning Committee Make sure website is up and ready
October	Follow up with Minerva
November	Attend 2 day Thanksgiving meeting of Planning Committee Determine location of Fest Gear with exhibit directors Get all state orders from producer Get monitor numbers from Student Committee Festival Staff or Tech Staff on back Logo on left chest (one color screen only) Confirm the following for January Credit card machine, White board, Phone lines, extension cords, Shelving, Mannequins, cash register(s), Bags, Overnight storage Create final order in excel form for Minerva; For example:

	Item 1/Size 1	Item 1/Size 2	Item 1/Size 3
Online Pre-orders			
Mailed Pre-orders			
On Site Request			
Total #			

December	Finalize order with Minerva Contact all-state producer for delivery/pick up Confirm Minerva order acknowledgements Double check shelves, mannequins Request monitors arrive early for unpacking and inventory Request monitors for audition feedback at fest gear table
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January

Festival Week Responsibilities:

- Attend Pre-Festival Planning Committee Meeting (Wed. eve.)

- Prepare and set-up for Festival (Thursday morning/afternoon).

- Train selves on cash register. Then train monitors at 2:00 after their monitor meeting.

- Organize pre-orders at registration (and sometimes Fill and package pre-orders).

- Distribute pre-orders to each school at registration table.

- Open Fest Gear (Thursday 3-10 pm)

- Attend Final All-State Performance (Saturday afternoon)

After Festival write exit report and prepare 30 copies for January meeting.

- Attend and present exit report at Festival Follow-up Meeting (usually last Sunday of January).

Updated July 2010