PLANNING
Gather your stakeholders
Determine event date
Confirm guest speaker availability
Secure the venue and necessary technology
Order promotional items
Conduct ideological purity checks (YMMV)

PUBLIC EVENTS FOR LIBRARIES
A LIFE CYCLE CASE STUDY

Eric S. Ames
Assistant Director
Marketing & Communications
Baylor University Libraries/ITS

PROFIT

PROMOTION

PREPARATION / PANICKING

Moody's 50th anniversary lights up campus
By John Hanner - December 2013