Annotated **Event Timeline**
[step-by-step how-to]

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The following event timeline is intended only as a guide, and should be adjusted to fit your specific hosting needs.

8:00 AM
1 Hour

Host team joins hosts' conference call
Assemble the facilitation team on an exclusive conference call to review the event schedule.

Gather and load all introductory presentations
Uploading and opening all morning presentations (e.g., marketing lesson and client challenge decks), in order of presentation, prior to participant arrival onto all host's computers helps smooth transitions. Ensuring that all hosts have the presentations at their disposal will reduce the impact of any technical interruptions.

Ensure that all conference links are up and running, and that all hosts have access to them.

Provide students with the materials necessary to conceptualize their campaign.
Students will need access to: overview presentation, live client challenge presentation, student presentation template, integrated marketing canvas, and any live client logos and creative assets. Materials can be emailed or shared via cloud storage.

Access the videoconference line and load the introductory presentation.
Host team members should have access that allows them to set up presentation mode prior to attendees of the conference signing in.

8:30 AM
15 Mins

Welcome live clients and review schedule and agenda
Convene the facilitation team and live clients to review the event timeline and review roles and responsibilities.

9:00 AM
30 Mins

Student Arrival and Registration
Students will begin to log on to the video conference . One member of the host team should track each login and record it on their master attendance spreadsheet. It can be helpful to have a "hold/about to begin" slide on-screen to confirm for attendees that they are in the right place.

9:30 AM
10 Mins

Announcement: 10 minute warning for speakers
Thank attendees for joining and inform them the presentation will begin shortly.

9:40 AM
10 Mins

Welcome & Introduction
Introduce the event goals, the format, the live client.

9:50 AM
20 Mins

Integrated Marketing & Innovations Overview
This presentation introduces students to key tools to be used in crafting their campaign, including integrated marketing basics and the Integrated Marketing Canvas. If desired and feasible, the Direct Effect® team can arrange for a USPS representative to deliver this content at your event.

10:10 AM
10 Mins

Guidelines for Challenge + suggested time use
This is a review of rules, expectations, and guidelines, such as fair use of images from the internet, timing of pencils-down, the format and process for submitting and presenting campaigns, and how campaigns will be judged.

10:20 AM
10 Mins

Introduction of Challenges
Ensure that clients present the challenge as CLEARLY as possible, as this presentation guides students efforts for the remainder of the day.

10:30 AM
5 Mins

Q&A on Challenges

10:40 AM

Announcement: Break into groups and begin work

11:00 AM
3.5 Hours

Begin working session

12:00 PM

Announcement: 2.5 hours remaining
Don't forget: It is important to have at least one of your host team members accessible at all time throughout the day to answer any questions that the students may have.

1:00 PM
15 Mins

Judges' briefing
Introduce judges to one another, review the judging criteria, and ensure all judges understand the business challenge. Prepare judges to ask one question of each student team.

Review process
Familiarize judges with the presentation format (5 mins oral presentation with a slide deck and a mail piece prototype, with one follow-up question from a judge).

Review and explain criteria
Review the judging score sheet and answer any questions.

Assign order of presentations
Determine the order in which teams will present.

1:30 PM

Announcement: 1 hour remaining
Remind teams to practice their presentations in advance, including transitions between speakers. Not every team member needs to speak during the presentation.

2:00 PM

Announcement: 1/2 hour remaining

2:30 PM

Announcement: Pencils down
Organizers should plan for how students will submit their presentations at deadline. Options include emailing to one of the organizers or submitting them to a shared drive. Share this process with students during the review of guidelines in the morning.

2:30 PM
15 Mins

Break / Prep time
Distribute student presentations to judges and ensure judges are online.

2:45 PM
1 Hour

Begin student presentations
When planning your own timeline, allow 1-2 minutes for the transition between teams. To enforce time limits, appoint one organizer as timekeeper. The timekeeper should inform students of one minute remaining.

3:45 PM
15 Mins

Judging begins
Judges should exit to their assigned video conference or virtual break out room. Notify students and other attendees of the reconvening time.

4:00 PM

Announcement: Reconvene
Judges should reconvene to the videoconference.

4:05 PM
10 Mins

Live client representative announces winners
LIve clients should offer some insight on why the judges chose the winning campaigns.

4:15 PM
10 Mins

Adjourn & Next Steps
Thank students, clients, judges, and faculty for their participation and review key takeaways.