

Dedication, Groundbreaking and Open House Checklist

With new construction or major renovation projects come opportunities to generate media coverage, recognize donors and recruit prospective students and faculty through ceremonial events. The following checklist is provided by the Office of Public Affairs to assist you in planning a successful groundbreaking, building dedication or open house.

At least six months in advance

- President Clements wants to participate in any major groundbreaking or dedication event if possible, so contact the President's Office Events Manager (Allison Addison) as early as possible to set a date.
 - Complete and submit a speaking engagement request form
- Establish objectives for the event, which will drive the type and timing of event. For example, if a primary objective is media coverage, the event should be held on a Tuesday or Wednesday. If the priority is donor relations, the donor's availability is the determining factor.
- Appoint a planning committee to include:
 - Key faculty, staff and students from the department, college or division with a programmatic connection to the facility, to include:
 - An administrative support person to handle invitation mailing lists, distribution and RSVP's, billing, logistics
 - A communications officer to handle overall script-writing and coordinate with the President's scriptwriter (Angela Nixon)
 - A liaison to the office of the Dean, Director or VP
 - Representatives from Public Affairs (Creative Services, Marketing and Media Relations)
 - Representative from Development if donors or donor prospects are involved
 - President's Office event manager
 - Representative from the facility project team
 - Representative from Clemson Broadcast Production if video or webstreaming support is desired.
- The planning committee's first tasks will be to establish a theme, agree on a preliminary "run of show" and begin working on an invitation list in order to establish an estimated budget and source(s) of funds to pay for the event.
 - NOTE: Tagging onto existing events, such as advisory board meetings, may help reduce costs and ensure a guaranteed audience.
 - The attached blank events worksheet may serve as a guide.

At least 3 months in advance

- Finalize Creative Services job requests, including:
 - Printed invitation
 - Printed event program
 - Signage
 - Event staging (i.e., ribbons for a ribbon-cutting, podium sign, banners)
 - Commemorative mementos
- Finalize invitation list
- Contact Parking and Transportation Services about reserved parking and shuttle requirements. Consider needs of elderly or mobility-impaired guests.
- Finalize budget

4 – 6 weeks in advance

- Mail invitations (allow minimum of 10 working days for delivery by US Mail)
- Final approval of all publications materials
- Prepare draft of news release (if appropriate)
- Place food orders with ARAMARK
- Update run-of-show and ensure that all expected participants (emcee, students, performers) are aware of their roles and responsibilities
- Begin drafting a full run-of-show and script of the event.
 - The following run-of-show samples of past events are provided by the Office of Stewardship and Events and may serve as templates for your planning. The office can also provide examples of full event scripts of past events if desired.

Energy Innovation Center and eGRID

3 p.m. Nov. 21

Run of Show

John Kelly, Clemson University (emcee)

Welcome & Introductions

Jim Rogers, Duke Energy

eGRID Naming

Jim Barker, Clemson University

'Graduation Day'

Energy Innovation Center Naming

Mark Johnson, GE Power and Wind

Partner Announcement

Daniel B. Poneman, Deputy Secretary of Energy

Keynote Address

John Kelly, Clemson University

Close

Reception and tours of facility

Clemson Football Indoor Practice Facility Luncheon and Dedication

Friday, January 25, 2013
Indoor Practice Facility, WestZone
11:00 AM Private Tour, IPF
11:30 AM Luncheon, 4th floor, WEZ

Order of Events

- 10:45 AM Guests begin arriving, check-in at entrance to IPF
 - 11:00 Private tour lead by Coach Swinney
 - 11:20 Guests transfer to WEZ via trams
 - 11:30 Welcome, Coach Swinney
 - 11:35 Lunch is served
 - 12:15 Dan Radakovich remarks
 - 12:19 Terry Don Phillips remarks
 - 12:22 Closing, Coach Swinney
 - 12:30 Trams begin transfer back to IPF, other guests begin arriving at IPF
 - 1:00 Welcome, current or former player (*Tajh Boyd, TBD*)
 - 1:03 Dan Radakovich speaks, introduce Coach Swinney
 - 1:06 Coach Swinney speaks, thank and introduce Terry Don Phillips
 - 1:14 Terry Don Phillips speaks, thank IPTAY
 - 1:16 Charles Dalton speaks on behalf of IPTAY
 - 1:17 Closing, current or former player (*Tajh Boyd, TBD*)
- Facility will be open from 1:00-2:00 for an open house. Facility will close at 2:00 PM