

## Student Event/Case Competition Checklist

### Operations/Logistics

- Complete the [Student Club Event/Expense Form](#) as soon as you begin planning your event – space fills up quickly so it is important to book your room(s) as early as possible!
- Determine the major deadlines for the application process and check to make sure that your event does not conflict with any other major IBS events
- Plan ahead! A minimum of 4-6 weeks is necessary to produce a quality event with high attendance
- Make sure you understand your budget and allocate enough to cover the costs of the event; speak with the OAASE if you would like to request additional funding through [Centers & Initiatives](#)
- Think about what kind of refreshments you might like to serve (sandwich platters and fruit/vegetable trays from Costco, BJ's or the grocery store are usually an affordable option); the OAASE can typically provide beverages, napkins, plates, table cloths and plastic cutlery
- Work with the OAASE to reserve parking for any external guests/judges/speakers
- If you would like to have your event recorded (Echo360) please complete the [Classroom Capture Request form](#)
- Work with the OAASE to reserve any audiovisual and/or technology needs through IBS Technology (e.g. microphones, tech support)
- Send OAASE list of participants and judges so they can create badges, table tents and other materials
- Create judge grading rubric

### Marketing

- Create promotional materials
  - Advertise application deadlines
  - Promote actual event
- Reserve a table in front of the Office of Academic Affairs & Student Experience (OAASE) to promote your event
- Reserve a table in the Sherman and/or Usdan Student Centers through [Student Activities](#)
- Advertise your event in the Student Activities [What's Happening](#) email
- Advertise in the *IBS Talk* Newsletter through Corey Bright ([cbright@brandeis.edu](mailto:cbright@brandeis.edu))
- Work with the OAASE to print color copies of your flyers and order large posters
- Reach out to faculty in relevant areas and ask them to help promote your event; ask if you can visit the class and briefly speak to students to explain the event

### Staff/Faculty Involvement and External Speakers/Judges

- Consider IBS faculty for moderator/facilitator roles (and reach out to them in advance)
- Speak with your staff/faculty advisor(s) for guidance when trying to determine best judges and/or speakers
- Work with your staff/faculty advisor(s) to develop the best plan in regards to the event topic or area (e.g. writing a case, deciding on topics for discussion)
- Gather all speaker/judge information (preferred name, title, academic degrees) and ensure accuracy

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- Craft invitation to Dean to make opening remarks (if applicable)

### **Gifts and Prizes**

- The OAASE can usually provide Brandeis IBS branded gifts (water bottles, coffee mugs, etc.) for your judges and speakers
- Cash prizes are taxable so consider gift cards for prizes (Amazon gift cards are a popular choice)
- Think about what you might like to hand out to attendees of the event (a small gift when they check-in for the event)