

**WWU Marketing Program**

# **MARKETING ADVISORY BOARD AND STUDENT MARKETING ASSOCIATION RECEPTION PROJECT PLAYBOOK**



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**Western Washington University  
Marketing Program**

**INSPIRING  
INNOVATIVE  
MARKETERS**

**MARKETING  
PROGRAM**



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# EXECUTIVE SUMMARY

This **2025 Marketing Advisory Board Meeting and Student Marketing Association Reception Playbook** outlines the structure and strategy behind planning and executing this event. It brings students together with faculty, alumni, and industry professionals for a Q&A and panel discussion centered on AI in marketing, emerging industry trends, and the skills essential for career readiness.

The playbook details key project components, including venue coordination, agenda creation, promotional emails and social media posts, RSVP tracking, nametag preparation, catering details, attendee feedback, and post-event communication. It also accounts for constraints such as limited planning time, room capacity, and required RSVP procedures.

A communication plan ensures alignment across all stakeholders, while a full project schedule and day-of timeline guide setup, check-in, discussions, and networking. The playbook concludes with approval steps and recommendations for future improvements to enhance logistics, communication, and student engagement.

# PROJECT SCOPE

## Project

Marketing Advisory Board Meeting and Student Marketing Association Reception

## Project Manager

- Quinton McClannan
- Molly Baumann

## Project Sponsor

- Ed Love

## What

An engaging and informative event where students participate in meaningful discussions as well as a Q&A on important topics with faculty, alumni, and leading professionals in the marketing industry.

## Why.

The Student Marketing Association empowers students to deepen their understanding of marketing, stay ahead of emerging trends, and build connections with industry professionals. This event supports that mission by offering students firsthand insights into the role of AI in marketing and equipping them with the knowledge and skills needed to succeed in an evolving industry.

# PROJECT SCOPE

## Objectives

- To host a Q&A that will then shift into a panel style discussion where students can converse with faculty, alumni, and other prominent business leaders in the marketing field.
- To inform students on AI usage and other serious topics impacting graduates/the marketing program.
- To foster connections between the panelists and students in the marketing program

## Results

Students will leave feeling prepared, informed, and have made some networking connections with the panelists as well as their peers.

## Constraints

- Planning time constraints
- Food only can come from Costco
- Large rooms available within close distance to Parks Hall
- Possible seating constraints

# PROJECT SCOPE

## Deliverables

- Logistics
- - Event agenda shared with attendees ahead of time (Parking accommodations, room number, and order of event)
- Find Potential Room
- Options: PH 228 or Ph126 (Ph126 has capacity of 146)
- Promotions
- Promotional Emails (with RSVP)
- Promotional Social Media Posts on SMA and WWU Marketing accounts
- Flyers
- Attendance tracking
- Landing page for RSVP
- Signup sheet
- Name tags for panelist's
- Catering/Food List for Costco
- Attendee Feedback Form
- Thank you letters to panelists
- Post event summary and promotion

# PROJECT SCOPE

## Exclusions

- Will not be held in building far from SMA
- Participants must RSVP to be guaranteed a seat
- Those who do not RSVP may have to sit on floor

## Approval

**Molly Baumann**

# PROJECT FEASIBILITY

This event has been deemed feasible by WWU Marketing Department Chair Ed Love and has a demonstrated track record of success, having been held multiple times in previous years as well as this year.

# PROJECT DEVELOPMENT PHASE APPROVAL

## Project

Western Washington University Marketing Advisory Board Meeting  
and Student Marketing Association Reception

## Project Manager Approval

This project has been approved to advance to the planning phase by  
project manager and client representative Molly Bauman as of the  
date October 14<sup>th</sup> 2025

# WHO (TEAM)

<b>Project Sponsor</b>	Ed Love
<b>Project Manager</b>	Molly Baumann
<b>Project Manager</b>	Quinton McClannan

Team		
Skill/Expertise	Contributor	Department
<ul style="list-style-type: none"> <li>• Post scheduling</li> <li>• Promotion Development</li> </ul>	Alyssa Henshaw	Marketing
<ul style="list-style-type: none"> <li>• Promotion Development</li> <li>• Document Printing</li> <li>• Communications</li> </ul>	Valerie Chung	Marketing
<ul style="list-style-type: none"> <li>• Copy writing</li> <li>• Promotion Development</li> </ul>	Tyler Noonan	Marketing
<ul style="list-style-type: none"> <li>• UX Design</li> <li>• UI Design</li> </ul>	Ethan Gallagher	Marketing

# DELIVERABLES

\*Listed in order from the start of event planning (top) to the event date (bottom).

Deliverable	Owner	Key Tasks
<b>Scope Document:</b> Highlights parameters of the project	Quinton McClannan	<ul style="list-style-type: none"> <li>• Who, What, Why, How</li> <li>• Objectives, Results, Deliverables</li> <li>• Constraints, Exclusions</li> </ul>
<b>Project Plan:</b> Outlines key dates and milestone	Quinton McClannan	<ul style="list-style-type: none"> <li>• Create calendar</li> <li>• Add all deliverables as well as the date they are to be completed by</li> </ul>
<b>Promotional Email 1:</b> Announcement of event in save the date format	Quinton McClannan	<ul style="list-style-type: none"> <li>• Provide a clear overview of the event's purpose and focus.</li> <li>• Announce event date</li> </ul>
<b>Promotional Post 1:</b> Announcement of event in save the date format	Alyssa Henshaw	<ul style="list-style-type: none"> <li>• Clear CTA</li> <li>• Format for LinkedIn and Instagram</li> </ul>
<b>Signup Survey:</b> Create student RSVP survey	Quinton McClannan	<ul style="list-style-type: none"> <li>• Include event description</li> <li>• Create questions to verify student status and name</li> <li>• Include data collection questions (ex: how did you find this survey)</li> </ul>

# DELIVERABLES

Deliverable	Owner	Key Tasks
<b>Landing Page:</b> Landing page including event overview as well as signup link to be uploaded to the WWU marketing website	Ethan Gallagher	<ul style="list-style-type: none"> <li>• Create wireframe with mobile device view and computer view</li> <li>• Include in-depth event description</li> <li>• Include multiple call to actions</li> </ul>
<b>Event Page:</b> informational page in the upcoming events section of the WWU Business website	Ethan Gallagher	<ul style="list-style-type: none"> <li>• Create copy</li> <li>• Upload copy to the premade template on the site</li> </ul>
<b>Catering List:</b> Lists all foods, utensils, drinks, and dining supplies needed for event	Quinton McClannan	<ul style="list-style-type: none"> <li>• Revisit and update accordingly as RSVP survey is filled out</li> <li>• List all necessary food, beverage, and supplies</li> <li>• Include links that take viewer to the item</li> </ul>
<b>Promotional Email 2:</b> Event information with RSVP signup	Quinton McClannan	<ul style="list-style-type: none"> <li>• Include RSVP Link</li> <li>• Include link to landing page</li> <li>• Include CTA</li> <li>• Add Set Date, Location, and Time</li> </ul>
<b>Promotional Post 2:</b> Event information with RSVP signup	Alyssa Henshaw	<ul style="list-style-type: none"> <li>• Clear CTA</li> <li>• Format for LinkedIn and Instagram</li> <li>• Include RSVP</li> </ul>

# DELIVERABLES

Deliverable	Owner	Key Tasks
<b>Print Flyers:</b> Informational flyers with QR code signup	Valerie Chung	<ul style="list-style-type: none"> <li>• Clear CTA</li> <li>• Print in brand colors</li> <li>• Include RSVP QR code</li> </ul>
<b>Student Marketing Association Announcement:</b> In-person announcement highlighting event details	Quinton McClannan	<ul style="list-style-type: none"> <li>• Clear CTA</li> <li>• Create scannable QR signup code</li> </ul>
<b>Promotional Video:</b> Entertaining video containing event and signup information	Tyler Noonan, Alyssa Henshaw	<ul style="list-style-type: none"> <li>• Film and edit together video</li> <li>• Optimize for Instagram</li> <li>• Include signup in link-tree</li> <li>• Set up post time in Hubspot</li> </ul>
<b>Nametags:</b> Identifiers for all attendees	Quinton McClannan	<p>For Students/teachers</p> <ul style="list-style-type: none"> <li>• Includes blank space for name</li> </ul> <p>For Panelists</p> <ul style="list-style-type: none"> <li>• Has their first and name printed</li> <li>• Has their profession printed</li> </ul>
<b>SMA Promotional Post:</b> Reminder post for SMA Members	Alyssa Henshaw	<ul style="list-style-type: none"> <li>• Create post image (virtual flyer)</li> <li>• Add link to SMA linktree</li> <li>• Schedule optimal time to post</li> </ul>

# DELIVERABLES

Deliverable	Owner	Key Tasks
<p><b>Sign-up Screen:</b> A Canva slide including event information and QR codes that can be displayed on a projector</p>	Alyssa Henshaw	<ul style="list-style-type: none"> <li>• Create QR signup code</li> <li>• Add event overview</li> <li>• Add Event Date</li> </ul>
<p><b>Professor Emails:</b> Emails to marketing elective professors asking to promote our event for extra class credit</p>	Quinton McClannan	<ul style="list-style-type: none"> <li>• Compose emails</li> <li>• Attach links to signup and landing page</li> <li>• Highlight everything professors should tell their class (Extensive event info)</li> <li>• Include sign up screen they can project</li> </ul>
<p><b>Promotional Email 3:</b> Event information with RSVP signup to create sense of urgency</p>	Quinton McClannan	<ul style="list-style-type: none"> <li>• Include RSVP Link</li> <li>• Include link to landing page</li> <li>• Include CTA</li> <li>• Add Set Date, Location, and Time</li> </ul>
<p><b>Event Signage:</b> Signs to direct panelists and students to the correct room</p>	Quinton McClannan	<ul style="list-style-type: none"> <li>• Include room number and time</li> <li>• Hang 2 hours before event</li> <li>• Place in heavy traffic areas</li> </ul>

# DELIVERABLES

Deliverable	Owner	Key Tasks
<b>Day of Event Schedule:</b> Schedule highlighting the day of the event procedures	Quinton McClannan	<ul style="list-style-type: none"> <li>• Create timeline of day</li> <li>• Include <b>what</b> tasks need to be done by <b>when</b> and <b>who</b> will do each one</li> </ul>
<b>Attendance Survey:</b> Survey to count attendees and collect data	Quinton McClannan	<ul style="list-style-type: none"> <li>• Ask name, major, and how they found the event</li> </ul>
<b>Reminder Email:</b> Email sent to students who already signed up reminding them to attend.	Quinton McClannan	<ul style="list-style-type: none"> <li>• Include location, date, and time</li> <li>• Include networking tips</li> <li>• Include dresscode and event etiquette</li> </ul>
<b>Thank You Letters:</b> Letter thanking each panelist (personalize each one, no metrics)	Quinton McClannan	<ul style="list-style-type: none"> <li>• Purchase thank you cards</li> <li>• Write letter</li> <li>• Get signatures from SMA officers</li> <li>• Mail out letters</li> </ul>
<b>Thank You Email:</b> Email thanking panelists and highlighting key metrics that show event success	Quinton McClannan	<ul style="list-style-type: none"> <li>• Include key growth metrics</li> <li>• Send to panelists</li> </ul>
<b>Event Archival:</b> All assets and data stored in a file	Quinton McClannan	<ul style="list-style-type: none"> <li>• Store files in an easy to access location that will not be deleted</li> <li>• Sort files so access is simple</li> </ul>

# DELIVERABLES

Deliverable	Owner	Key Tasks
<b>Project Playbook:</b> Overview of all steps taken in project	Quinton McClannan	<ul style="list-style-type: none"> <li>• Modify project plan to fully document changes made throughout process</li> </ul>
<b>AAR:</b> Gather analytics, analyze and report on data collected from event	Quinton McClannan	
<b>LinkedIn Post Event Promotion:</b> Create a post on the WWU Marketing program LinkedIn	Alyssa Henshaw	<ul style="list-style-type: none"> <li>• Write overview of event</li> <li>• Highlight important lessons learned</li> <li>• Include images</li> <li>• Highlight panelists</li> </ul>
<b>Instagram Post Event Promotion:</b> Create a post on the WWU Marketing Program Instagram	Quinton McClannan	<ul style="list-style-type: none"> <li>• Include images from the event</li> <li>• Write caption that exclaims the benefits students walked away with</li> </ul>

# PROJECT SCHEDULE

Project Phase	Start Date	Complete Date
<b>Project Development</b>	10/1/2025	10/4/2025
<b>Project planning</b>	10/4/2025	10/6/2025
<b>Project Execution</b>	10/6/2025	10/24/2025
<b>Milestone:</b> Launch First Promotional Campaign	10/14/2025	10/5/2025
<b>Milestone:</b> Launch Attendance survey	10/16/2025	10/16/2025
<b>Milestone:</b> Reach RSVP goal	11/18/2025	11/22/2025
<b>Project Completion</b> (Completion is measured after last Post-Event Promotion has been posted)	10/1/2025	11/28/2025

# WEEK OF PROJECT SCHEDULE

Day	Date	Category	Task / Details
Monday	10/20	<b>Meetings &amp; Coordination</b>	Meet with Renee
		<b>Digital Promotion</b>	Post digital promo on SMA Instagram
			Have Mary update LinkedIn with RSVP link
		<b>Print &amp; Production</b>	Print flyers
Film promotional video			
Tuesday	10/21	<b>In-Person Promotion</b>	Promote event in person
			Business 310 (8:00–9:00 AM) – Quinton
			Marketing 381 (10:00 AM–12:00 PM) – Alyssa
			Digital Marketing (2:00–4:00 PM) – Ethan + Quinton
		<b>Digital Promotion</b>	Post promotional video (Alyssia)
			Create Socail Media Post
		<b>Event Materials</b>	Print panelist nametags
			Create SMA nametags
Create student nametags			
Test fit nametags to lanyards			
Wednesday	10/22	<b>Digital Promotion</b>	Post on WWU Marketing Instagram (Alyssa)
		<b>Event Prep</b>	Create attendance survey
			Create attendance flyers
			Print Student Nametags
		<b>In-Person Promotion</b>	Promote event in person (SMA team)
		<b>Gather Event Items</b>	Speaker charger
Lanyards			
Thursday	10/23	<b>Final Prep / Flex Day</b>	Final checks
			Setup
			Backup tasks
Friday	10/24	Event Day 🎉	Refer to <a href="#">Event Day Schedule</a>
		Event Day 🎉	Ensure materials and setup are ready

# DAY OF PROJECT SCHEDULE

Time	Task	Responsible
2:00pm	Place signage on PH146 notifying people that it is the correct room	<ul style="list-style-type: none"> <li>• Quinton McClannan</li> <li>• Alyssa Henshaw</li> </ul>
3:00pm	<b>MAB Meeting Begins 3:00 pm - 5pm</b>	<ul style="list-style-type: none"> <li>• Marketing Advisory Board</li> <li>• Molly Bauman</li> </ul>
4:00pm	Gather items <ul style="list-style-type: none"> <li>• Table</li> <li>• Table Cloth</li> <li>• Speaker</li> <li>• Water heater</li> <li>• Coffee maker</li> <li>• Plates</li> <li>• Cups</li> <li>• Utensils</li> <li>• Food</li> <li>• Drinks</li> <li>• Chairs</li> <li>• Flyers</li> <li>• Attendance flyer</li> </ul>	Quinton McClannan

# DAY OF PROJECT SCHEDULE

Time	Task	Responsible
4:30pm	<ul style="list-style-type: none"> <li>• Begin setup, clean the lobby</li> <li>• Set up panelist table and 6 chairs in PH146</li> <li>• Place attendance flyers around on the tables</li> <li>• Lay out food in the lobby</li> </ul>	<ul style="list-style-type: none"> <li>• Quinton McClannan</li> <li>• Ethan Gallagher</li> <li>• Alyssa Henshaw</li> <li>• Tyler Noonan</li> <li>• Valarie Chung</li> </ul>
5:00pm	<p><b>MAB Meeting Ends 2:30pm - 5pm</b></p> <ul style="list-style-type: none"> <li>• Greet participants at the door as they enter</li> <li>• Have QR code to scan for attendance on on flyers around the room</li> </ul>	Quinton McClannan
5:15pm	<p><b>SMA Panel begins 5:15pm - 6:00pm</b></p> <ul style="list-style-type: none"> <li>• Ed hosts</li> <li>• Ann moderates</li> </ul>	Ed Love
6:00pm	<p><b>SMA Panel Ends 5:15pm - 6:00pm</b></p> <ul style="list-style-type: none"> <li>• Ed hosts</li> <li>• Ann moderates</li> </ul> <p><b>SMA Q&amp;A Begins 6pm - 6:30pm</b></p> <ul style="list-style-type: none"> <li>• Ed hosts</li> <li>• Ann moderates</li> </ul>	Ed Love

# DAY OF PROJECT SCHEDULE

Time	Task	Responsible
6:30pm	<p><b>SMA Q&amp;A Ends 6pm - 6:30pm</b></p> <ul style="list-style-type: none"> <li>• Ed hosts</li> <li>• Ann moderates</li> </ul> <p><b>Networking Begins 6:30pm - 8:00pm</b></p> <ul style="list-style-type: none"> <li>• Open the doors</li> <li>• Have host usher people into lobby but allow for people to stay in the room and network if they chose</li> <li>• Turn on music in the lobby               <ul style="list-style-type: none"> <li>◦ Slow jazz (can be changed if wanted)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Ed Love for moderation</li> <li>• Tyler Noonan for music and food prep</li> </ul>
7:00pm	Monitor event, clean up, remain on standby	Quinton McClannan
8:00pm	<p><b>Networking Ends 6:30pm - 8:00pm</b></p> <ul style="list-style-type: none"> <li>• By this time most people, if not all will have left</li> <li>• Turn off music at 8:05 pm thank those who remain there</li> <li>• Begin cleanup</li> </ul>	Quinton McClannan
8:30pm	Cleanup and return items	<ul style="list-style-type: none"> <li>• Quinton McClannan</li> <li>• Ethan Gallagher</li> <li>• Alyssa Henshaw</li> <li>• Tyler Noonan</li> <li>• Valarie Chung</li> </ul>

# COMMUNICATION PLAN

Who needs to be communicated with?	What needs to be communicated	How often?	Who is Responsible
Sponsor Representative (Molly Baumann)	Anything that needs to be approved: Event logistics/promotions	Twice a week	Quinton McClannan
Project Sponsor (Ed Love)	Metrics, major changes in planning	Once a week	Molly Baumann
Team	What deliverables need to be addressed, and changes that need to be made	Daily	Quinton McClannan
Janitorial Staff	What room and area of building will be reserved for event	Over 48 hours before event	Molly Baumann
25Live Room Scheduling	What room will be reserved	As far in advance as possible	Molly Baumann
Panelists	Discussion topic, event schedule, time, date, location, and event format	As far in advance as possible, with weekly reminders	Ed Love, Molly Baumann

# COMMUNICATION PLAN

Who needs to be communicated with?	What needs to be communicated	How often?	Who is Responsible
Student Success Center	What items from the center are needed for event and when they are needed	A week before the event with a confirmation check in the day before	Quinton McClannan
Attendees	Event topic, CTA, time, date, location	2-3 weeks in advance with promotions at least twice a week to act as reminders	Event Planning Team
ATUS	Where the event will be filmed, setup location, and how to get footage after	2 weeks before event for filming confirmation, day of event for setup	Event Planning Team

# BUDGET

Objective	Estimated Cost	Max Funds Available
Get Event Supplies (Should all be available from storage closet in PH) <ul style="list-style-type: none"> <li>• Water Heater</li> <li>• Coffee Maker</li> <li>• Table Cloth</li> </ul>	\$0	\$0
Name Tag Prints	\$8-10	Dependent on printer stock
Food for Event	\$250-\$350	Varies depending on turn out, discuss with project manager for budget
<b>Total Estimated Cost/Funds Available</b>	\$260	Dependent on Sign-ups
<b>Budget Differential</b>	\$260	

# CHANGE MANAGEMENT

## How need for change will be communicated

The need for change will be determined and communicated through data collection. Throughout the course of the event planning and execution period data will be collected through two surveys:

- RSVP Signup
- Attendance Survey

This data will be used to determine changes and any insights are communicated in the AAR document through the use of:

- Tables
- Charts
- Comparison of key metrics

## How necessary changes will be determined

Changes will be deemed necessary depending on the results of collected data, we will focus on if the data indicates:

- growth
- efficiency
- compliance
- customer satisfaction

This will then be documented a given to the client for approval and implemented in future iterations of the event.

# PROJECT LAUNCH

<b>Date</b>	10/24/2025
<b>Owner</b>	Ed Love
<b>Planner</b>	Quinton McClannan

<b>Who's Invited</b>
<ul style="list-style-type: none"><li>• Ed Love</li><li>• Molly Baumann</li><li>• The Student Marketing Association Officers</li><li>• The Student Marketing Association Members</li><li>• All WWU Marketing Professors</li><li>• Students with declared marketing majors</li><li>• Event planning team</li><li>• Panelists</li></ul>