



OP Event Planning Guide

The Orientation Program (OP) offers a variety of professional development workshops, meal functions, and social events. The following sponsored events are subject to the planning deadlines and instructions elaborated in this planning guide.

Networking & Social Events

- Alumni Kick-off Breakfast*
- Alumni & Student Social Events*
- Alumni Reunion, Schoen & Thorp Luncheons*
- Corporate Receptions
- Consortium Birthday Party*
- Consortium *Come on Down**
- Gala Reception & Dinner*
- P&G Themed Event*

Professional Development Workshops

- Networking Workshop*
- Interviewing Workshop*
- Diversity Theatre Workshop*
- Corporate Etiquette & Culture Workshop*
- Monday Career Panels
- 2nd Yr Student & Alumni Workshops

Sponsorship Guidelines

Sponsorship of an OP event offers a host of branding and recognition benefits for your corporation. Please refer to our website to ensure your company takes full advantage of your applicable event sponsorship guidelines (http://cgsm.org/op/op_sponsorship_guidelines_2006.asp).

Corporate Logo

As an OP underwriter, your company receives recognition in The Consortium's *IN* magazine, on our website, and by onsite signage. Please ensure The Consortium receives an electronic version of your company's logo (preferred format: .jpg, .gif, .tiff, or .bmp files) by the indicated due date.

DUE: 3/1/06

Program Descriptions

In addition to publicity in The Consortium's *IN* magazine, we will post your company's logo and event description on our website. To view your applicable program description, visit:

http://cgsm.org/op/2006profdevwkshops_descriptions.asp or
http://cgsm.org/op/2006networkingsessions_descriptions.asp.

Career Workshop Panelists

Companies participating in a career panel must identify a panelist to provide expert information on the pursuit of a career in a particular functional area. Note: The career panels will be facilitated by career services representatives from Consortium member schools. Please forward your panelist's name, title, and complete contact information via email to The Consortium by the indicated due date.

DUE: 3/30/06

Electronic Photo & Bio

A photograph and brief (edited) bio are required for all workshop speakers for the program guide and our website. The preferred file formats for electronic photos are .jpg, .tiff, .gif, .bmp. A digital photo (or any photo that has been scanned) needs to have a resolution of 300 dpi and be about 2 x 3 inches in physical size. The file size of a .jpg photo described above would be about 200 KB. Do not send photos in PDF format or embedded within a Word document. Please forward the photo and edited bio via email to The Consortium by the indicated due date. **DUE: 3/30/06**

Audio/Visual Needs

If audio/visual equipment is required for your event, please submit your request with specific needs to The Consortium by the indicated due date. **DUE: 4/15/06**

Onsite Sponsor Recognition

Sponsorship of your designated OP event includes the option of hanging a banner at the event, positioning free-standing sponsor signs at the ballroom entrance, placing product in the event room or conducting product sampling/giveaways. If your company elects to take advantage of any of these sponsorship benefits, you must send The Consortium an email detailing your intentions at least 45 days prior to the OP. Any email request to allow free-standing signs or banners onsite must include the dimensions of your signage. Note: product sampling may be subject a hotel corkage fee. Upon receipt of your email, The Consortium will send you detailed instructions for onsite coordination of your sponsor recognition request. **DUE: 4/15/06**

Opening Sponsor Remarks

Sponsors of the professional development workshops or social events denoted above with an asterisk are allowed 2-3 minutes of microphone time for sponsor remarks at the program's outset. A sponsoring company may designate a representative to deliver these brief remarks. Please send the designated corporate representative's name, complete contact information, as well as a copy of his/her opening remarks to The Consortium by the indicated due date. **DUE: 4/15/06**

Meal Function Scripts

If your company has opted to underwrite a Consortium meal function, the corporate representative you have designated to deliver remarks will receive a program script, containing a detailed rundown of the event. A conference call will subsequently be arranged with all presenters to review the script, program transitions and onsite logistics. **DISTRIBUTED BY: 5/1/06**

Program Handouts & Presentations

Workshop presenters should send a copy of their program presentations and handouts to The Consortium by the designated deadline. Note: Presentation files should be less than 3-4 MB to allow for email receipt. **DUE: 5/1/06**

Hotel Shipping Instructions

If you need to ship materials to the conference hotel for your OP workshop, visit our website for detailed shipping instructions (http://cgsm.org/op/conference_mailing_instructions.asp). All OP packages must meet the outlined conference mailing instructions.

Send all requested information by the designated due date(s) to:

Jennifer George Lion
Special Events Manager
The Consortium for Graduate Study in Management
5585 Pershing Ave, Ste. 240
St. Louis, MO 63112-4621
Phone: 314-877-5523
Fax: 314-877-5523
Email: lionj@cgsm.org

OP Event Planning Timeline

March 1, 2006

- Submit corporate logo (preferred electronic file formats: .jpg, .gif, .tiff, .bmp)

March 30, 2006

- Identification of career workshop panelists. Submit speaker name, title & complete contact information.
- Submit all speaker photos and edited bios (preferred file format: .jpg, .gif, .tiff, .bmp)

April 15, 2006

- Submit A/V needs
- Onsite sponsorship recognition requests due
- Submit opening sponsor remarks & designated corporate sponsor contact information

May 1, 2006

- Meal function scripts distributed
- Submit copy of program handouts & presentations