Event Classification Tiers
## Events Support

<table>
<thead>
<tr>
<th><strong>BASIC</strong></th>
<th><strong>STANDARD</strong></th>
<th><strong>CLASSIC</strong></th>
<th><strong>KEY</strong></th>
<th><strong>SIGNATURE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>events, such as Student Club or Smith Department meetings and events targeted to internal audiences.</td>
<td>events, such as Alumni Mock Interviews and Guest Lecturers are targeted to internal or external audiences and align with one or more brand pillars.</td>
<td>events are Smith community events such as Undergrad, MBA, PhD Awards and Graduation Banquets, that align with one or more brand pillars, specifically, the “Community” brand pillar.</td>
<td>events, such as Academic and Center conferences and donor events are targeted to specific external audiences and align with several brand pillars and with the Dean’s strategic priorities.</td>
<td>events are school-wide events, such as Cupid’s Cup and Commencement, targeted to external audiences and align with all four brand pillars, the Dean’s strategic priorities, and campus’ priorities.</td>
</tr>
</tbody>
</table>

### Includes Basic-Tier Support Plus:
- Up to two elements of planning process (Cvent, catering, signage, etc.)

### Includes Basic-Tier Support Plus:
- Event Coverage Request Form required for further coverage (photography, video, web or print articles)

### Includes Basic-Tier Support Plus:
- Promotion via kiosks and plasma screens
- Digital cameras and Flip video cameras available to borrow

### Includes Basic-Tier Plus:
- Room or venue reservation
- Calendar update

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- Promotion via kiosks and plasma screens
- Digital cameras and Flip video cameras available to borrow

### Includes Basic-Tier Plus:
- Event Coverage Request Form required for further coverage (photography, video, web or print articles)

### Includes Standard-Tier Support Plus:
- Online registration
- Continuous on-site event management and/or coverage provided when needed

### Includes Standard-Tier Support Plus:
- Occasional additions: event web page created, email invitation designed, social media promotion

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- Occasional additions: event web page created, email invitation designed, social media promotion

### Includes Standard-Tier Support Plus:
- Full planning and management

### Includes Standard-Tier Support Plus:
- Online registration
- Continuous on-site event management and/or coverage
- Involves multiple elements of the planning process

### Includes Standard-Tier Support Plus:
- Occasional additions: event web page created, email invitation designed, social media promotion

### Includes Classic-Tier Support Plus:
- Typical additions: event web page created, email invitation designed, social media promotion

### Includes Classic-Tier Support Plus:
- Continuous on-site event management and/or coverage
- Involves multiple elements of the planning process

### Includes Classic-Tier Support Plus:
- Continuous on-site event management and/or coverage
- Involves multiple elements of the planning process

### Includes Classic-Tier Support Plus:
- Typical additions: event web page created, email invitation designed, social media promotion

### Includes Key-Tier Support Plus:
- Integrated marketing strategy
- Print and digital marketing collateral
- Media relations
- Day-of event coverage
- Post-event coverage
- Post-event evaluation

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### Events Contact:
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