

## Events Director

1. Basic Responsibility
  - a. Publicity: Making sure that people know what we have done and we are capable of doing.
  - b. Working with the Director of External Affairs
    - i. Work closely with External to promote FPS
    - ii. Communicate strategies with External to reach out to other organizations
  - c. Contact: Getting gigs
    - i. Responding to requests for our services.
    - ii. Reaching out
      1. Constantly talk to people. Expand your network. Find out what everyone is doing. You never know that your freshmen floormate might end up being a club president someday.
      2. For established organizations (USAC, CEC, Hooligan, etc)
        - a. Target a major event.
        - b. Contact in advance (ideally +1 month)
        - c. Contact the event coordinator, cc the president or vice president of the event production team.
      3. For other UCLA organizations
        - a. Repeat procedures for established organizations.
        - b. Usually smaller organizations are disorganized. You can organize a team, or bring some friends and just show up at the event to do some light coverage. Talk to the person in charge to offer some free samples and get their contact info. Follow up and build new relationships from there.
  - d. Event Planning: Getting people to help out.
    - i. Organize a team for filming/photography
  - e. The Director of Events must oversee setup and breakdown of the coverage team before and after the event, or have a committee member do it.
  - f. Coverage GOAL: package videography and photography as much as possible. If receiving a video gig, ask if we can do photography and vice versa.
2. Negotiating!
  - a. Agreeing upon compensation for our services may be a tricky process, but if you love to negotiate and are good with estimating rates, this should be something that you'll get the hang of.
3. Contacting Clubs/Sororities/External Organizations for coverage opportunities
  - a. sending out emails
  - b. Be on top of what events are coming up and ask in advance if they need coverage

- c. Meet with as many student organizations as possible and establish a point of contact for future purposes (whether it be a paid event or marketing or collaboration opportunity)
- d. Establish contacts with wedding planners and offer FPS as a cheaper option for wedding videography & photography
  - i. Have Marketing Team create a general event coverage flier for distribution
- e. Consolidate contacts
  - i. pick and choose who we want to cover
    - 1. concerts
    - 2. culture nights
    - 3. promotional videos
    - 4. Bruin Day
    - 5. Enormous Activities Fair
    - 6. EDMC
  - ii. be part of planning process