CAMPBEL

INAUGURAL CAMPBELL UNIVE FIFTH PRESID

CAMPBELL

CASE Supplemental Document



Floral Arrangements & Table Tents

We worked with local florists to provide each venue the same floral arrangements. Depending on table size we provided an orange splash of color through various sized table tents promoting the Campbell Brand and encouraging people to promote the event through social media with the #MeetDrCreed hashtag.













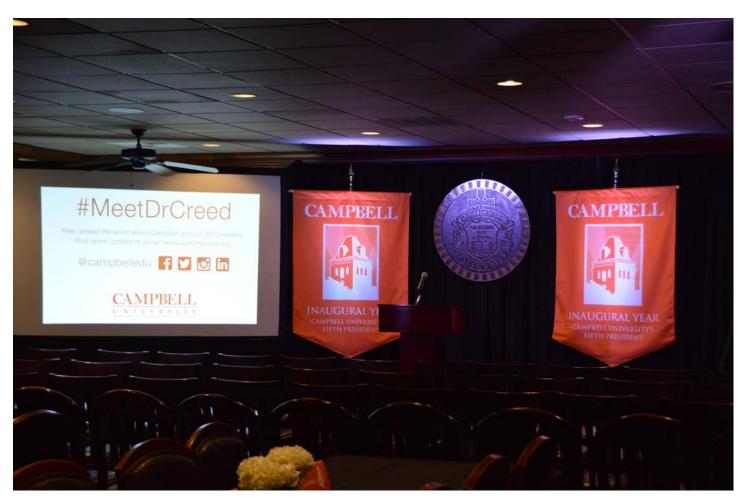
Engagement Brochure & Ambassador Cards
Each guest receive a bag that included Campbell sticky
notes for the question section of the program, a packet
of advocate cards, an engagement brochure and a
Campbell University garden flag.



Q&A Sticky Notes

Guests were encouraged to ask as many questions as they wanted by writing them on a packet of sticky notes they received at registration. The sticky notes were then grouped together and asked during the Q&A section of the program.



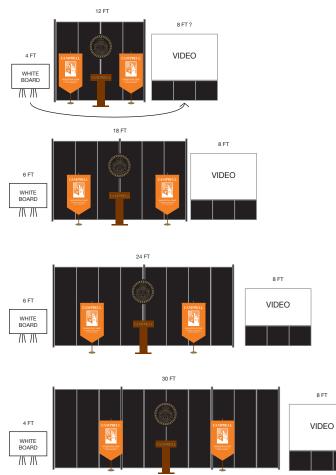






Adjustable Stage & Backdrop

Each venue was different so a stage and backdrop was developed that to fit in multiple venues. Instead of focusing on one backdrop design, key elements were created to go in front of an adjustable back drop.

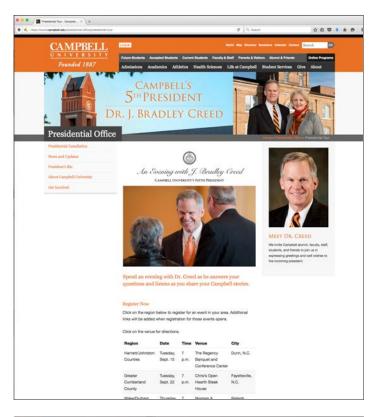




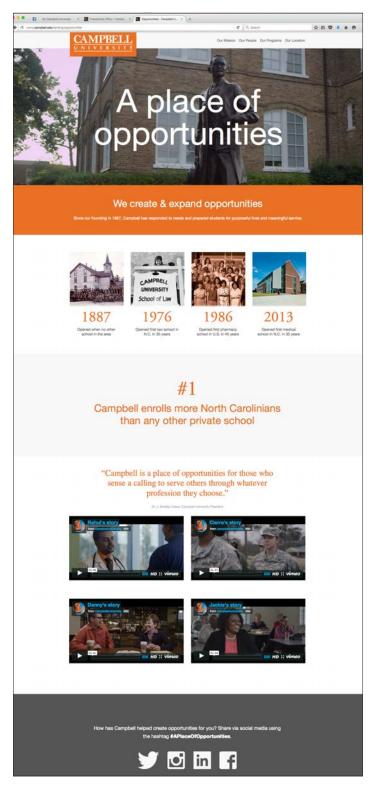
Print Advertisements

Multiple ads were created that appeared in various university publications, including the alumni magazine.





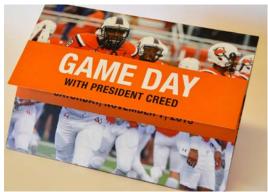




Web Pages & Micro-site

The president's section was beefed up to include event registration and ways to get involved. A micro-site was developed to complement the theme behind the president's tour and to tie to the president's installation.







Invitations

Invitations were sent to alumni located near each event. A football—themed invitation was developed based around a pre-game event in San Diego before a Campbell football game.















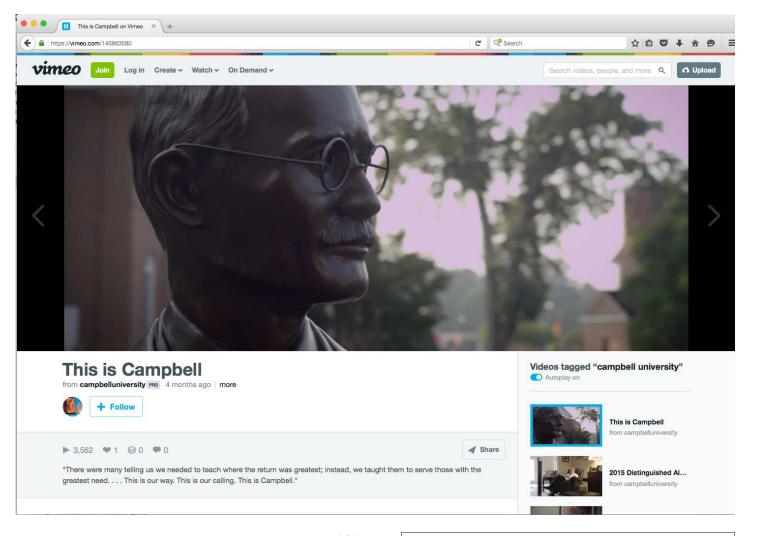






Social Media

The event was promoted through social media outlets like Instagram, Twitter, and Facebook.



Videos

"This is Campbell" was used as the introduction for the president and provided him an icebreaker.

In addition to the icebreaker video, a promotional video was produced from the first event and was used across social media and on our website to advertise the upcoming events.

