

Implementing a program

	I have questions about this and need clarification	I need to learn about this	I have some experience in this, but I would like to learn more	I feel confident in this area to teach it to others	Comments, notes, ideas, suggestions
Planning and implementing a program					
Working with agents					
Being creative in generating ideas					
Creatively promoting a program					
Designing poster, flyers and brochures for programs					
Working with the media to buy time and generate free publicity					
Creating a program around a theme					
Getting other campus departments and groups to work with you					
Maximizing a budget					
Determining ticket prices					
Knowledge of WIU student demographics					
The importance of on-going self-evaluation and how to practice the process					