



Templates & Materials on Answers:

- Event digital board posters
- Event signage
- Event sponsor wordmarks
- PowerPoint template
- QR Code generator
- Social media templates

College of Law Intracollegiate AHS Competition Communications Plan

The College of Law hosts five intracollegiate AHS competitions throughout the academic year:

Mackenzie Hughes LLP Edmund H. Lewis Appellate Advocacy Competition

October 3, 2023

Bond, Schoeneck & King Alternative Dispute Resolution Competition

October 25, 2023

Hancock Estabrook 1L Oral Advocacy Competition

Mid-February

Lionel O. Grossman Trial Competition

Early March

Entertainment & Sports Law Negotiation Competition

End March/early April

Four Weeks In advance of the Final Round

AHS sends a facilities request to reserve Gray and add the event to the Guidebook schedule.

Student Experience sends AHS a link to the event.

Marketing secures a photographer.

AHS creates a QR code using the tool on Answers.

Three Weeks in advance of the Final Round

AHS uses marketing tools on Answers to create a digital board poster and social media post.

Materials sent to Marketing for review and approval.

Marketing submits photographer paperwork.

AHS [submits digital board poster](#). Make sure to include the QR code.

AHS submits info to Student Experience for the event page:

- Masthead

- Problem Statement

- Final Round Judges (photo and bio)

- List of Competitors

- List of Judges

- Acknowledgements



Two Weeks in advance of the Final Round

An introductory PowerPoint slide is created by AHS using the templates on Answers. This needs to include the QR code for the event information.

An event sign is created by AHS using the Answers template. This needs to include the QR code.

AHS sends the slide and sign to [Marketing Communications](#) for review and approval.

AHS [sends the final slide to IT](#) to run on the screen in the courtroom.

One Week in advance of the Final Round

Social media post announcing final round date and time.

Day Before the Final Round

AHS sends the finalist names, photos, and bios to Student Experience for the event page.

AHS secures sign holders from Advancement.

Day After the Final Round

AHS sends [Marketing Communications](#) the results.

The photographer sends Marketing a photo of the winners & judges.

Marketing posts winners to social media and the digital boards.

Sign holders are returned to Advancement.

One Week After the Final Round

The photographer sends Marketing the full set of photographs.

Marketing adds select photos to the One Drive folder.