



So, You Want to Host an Event?

A THREE-STEP TIMELINE TO MAKE LIFE EASIER

18 to 6 months away

1 Collaborate with your colleagues

Does your event idea overlap with another Indiana Landmarks program, committee, affinity group, property, or region? Could you team up with your colleagues to work smarter, not harder? (For example: *Black Heritage Preservation, Sacred Places Indiana, Historic Landscapes, Indiana Modern, Indiana Automotive, Affiliate Council, Heritage Education & Tourism, Preservation Services/Regional Offices.*)

Do you need insight from Membership & Development and Marketing (on event goals/pricing/sponsors/past attendance at similar events, etc.) before deciding to proceed? Contact Sharon Gamble and Mindi Woolman. Or advice on volunteer and tour logistics from Heritage Tourism staff? Contact Kasey Zronek.

12 to 6 months away

2 Claim the date

Contact Mindi Woolman to claim the date on Indiana Landmarks' Events Calendar and confirm there is no conflict with other events, board meetings, or holidays. To view the current calendar, visit indianalandmarks.org/marketing and look for the calendar link in the intro text.

6 to 3 months away

3 Complete the Marketing Job Request form

To set up registration and begin promotion we need the answers to Who? What? Where? When? and How much? for your event (plus a high-resolution, horizontal photo) submitted at indianalandmarks.org/marketing.

Marketing Job Request Form deadlines vary depending on how your event date aligns with the publication schedule for *Indiana Preservation*. (These deadlines apply to the calendar spread ONLY. To discuss larger feature coverage, contact Paige Wassel at least 1 month prior to the deadlines below.)

YOUR EVENT IS IN...	FORM SUBMITTED BY	IP PUBLICATION DATE
Jan. or Feb.	Nov. 15	Jan. 1
Mar. or Apr.	Jan. 15	Mar. 1
May or June	Mar. 15	May 1
July or Aug.	May 15	July 1
Sept. or Oct.	July 15	Sept. 1
Nov. or Dec.	Sept. 15	Nov. 1

In addition to the Marketing department, your form submission notifies Membership & Development, Volunteers, Special Events/ILC, and IT staff as needed depending on your event's requirements.

IMPORTANT NOTE: *Indiana Preservation* is your ONLY chance to promote to Indiana Landmarks' full membership. (Some members receive the magazine, but do not opt-in to email.) For this reason, we strongly discourage proceeding with events that are not finalized in time to include in the magazine.