

## **FASS 45th Anniversary Debriefing**

### **Publicity**

#### **Email**

Email was sent to the fass-comp and FASSmod mailing lists. Email was also sent to a list of alumni email addresses obtained from Alumni Affairs, although Alumni Affairs was contacted relatively late in the planning process, so alumni only had a few days' notice.

*Recommendation: Contact Alumni Affairs three months before the event to figure out how to best collect alumni information and contact them. For some alumni, this may involve physical mail as only a relatively small number of older alumni have email addresses recorded.*

*Recommendation: FASS annually submit a committee list to Alumni Affairs for recording in their database.*

*Recommendation: Begin promoting the event to Alumni by mail/email a few months beforehand, with an email reminder two or three weeks before the event.*

*Recommendation: The FASS Committee consider whether it should keep the email addresses it receives on Basics forms for contacting people for special events like anniversaries / reunions.*

#### **Web**

A special page was created on the FASS website and linked to from all pages. A notice was placed on the UW Events database as well as in the Daily Bulletin in the weeks leading up to the event.

#### **Posters**

A sticker was placed on the show poster advertising the event. Additionally, a flyer for the event itself was made and posted at select locations (i.e., the Box Office).

*Recommendation: Information about the event should be printed directly on the show poster.*

### **Finances**

The event was financed by ticket sales (\$5 per person) as well as a contribution from the University of Waterloo's 50th Anniversary Event Fund (FASS' 45th and UW's 50th managed to coincide in 2007, allowing FASS to take advantage of free money). The overall budget for food was around \$500 for 65 people.

*Recommendation: Either the FASS Committee begin setting aside a small amount of money in each year's budget in anticipation of the upcoming 50th Anniversary or be willing to fund that event using one-time money from the bank account. It is not foreseen that money to celebrate FASS' 50th will be available from the University.*

### **Ticket Sales**

Tickets, priced at \$5, were sold directly to the cast and crew at rehearsals. Tickets were also made available for purchase by alumni at the Box Office. Finally, tickets were sold in the lobby during intermission of the Thursday and Friday night shows after being advertised during audience warmups. Although this meant that final numbers were not known until

relatively late, an estimate was used in ordering food.

### **Event Planning**

The event was held at the Grad House on Saturday, February 3, 2007, from 5-7:30pm. The start time allowed cast and crew to attend before being called to the theatre. The Grad House does not typically open on Saturdays, but a special connection by a FASS Committee member was used. (Additionally, the current manager, Rose Vogt, was a member of FASS 1983 and might be able to be convinced to hold another Saturday event if asked nicely!) A buffet-style dinner was served at the beginning of the event, with seating throughout the Grad House; drinks were available at the cash bar. Memorabilia (the 45th Anniversary timeline, old photo albums, t-shirts) were displayed throughout the venue as well. Nothing too formal took place, save a short speech from the current President and a photo of all the old Presidents in attendance.

*Recommendation: If the event is held before cast call, 1 hour is not enough time for the cast to attend; at least an hour and half should elapse between the start of the event and the cast call.*

*Recommendation: A slightly-more formal program should be planned for the 50th, but should still allow for free form interaction between old FASSies for most of the event.*

*Recommendation: Solicit alumni for memorabilia (especially old shirts, programs, and posters) well in advance of the event.*