

University Students' Council

Purple Events Committee Application 2014-2015

Name:

Program:

Phone Number:

Email Address:

The Special Events Committee is responsible for planning, coordinating and promoting major USC events on campus. This includes Guest Speakers, Remembrance Day, Purple Finale and various other events throughout the year.

Please submit your **application and a resume** to purpleevents@westernusc.ca by **September 26th** and indicate your availability for an interview from **September 28th - October 1st** in the body of your email.

If you have any questions or concerns, please do not hesitate to contact Danielle Lillico (Purple Events Coordinator) at <mailto:purpleevents@westernusc.ca>

Please rank the positions below in order of your interest (1 = most preferred):

Director – Promotions (2 positions available)

Event Manager (2 positions available)

Director – Media and Graphics *

*Please include examples of your work if you are interested in this position.

Position Description:

Director - Promotions: You will be responsible for the promotion of events and new initiatives. This will include coming up with advertising strategies, ensuring students are aware of the events that are offered and helping to ensure each event is a success. You will be an integral part of the success of each event and will have your say in many parts of the planning of each event and initiative.

Event Manager: You will be responsible for specific events or initiatives. You will be responsible for administrative planning and coordination of the event or initiative. You will work closely with the Purple Event Coordinator throughout the process.

Director – Media and Graphics: You will be responsible for the advertising the events over social media and various other media outlets around campus. You will work closely with the promotions team to create posters, videos and social media promotion for each event. During the events, you will be responsible for taking pictures and videos of event and sharing them after the event.

Please answer the following questions (1-2 pages maximum):

1. Why are you interested in being a part of the Purple Events Committee?
2. What relevant skills make you ideal for the position you are applying for? Why will these skills make you the best candidate for the position?
3. What previous experience do you have that relates to the position you are applying for?
4. Identify 1-2 areas in which the events under the Special Events portfolio could be improved. As an executive member, how would you bring about change in these areas?