



Georgia Tech

Institute for Matter  
and Systems



# Communications, Marketing, and Events Processes Guide

There is a range of tools and resources available for communications, marketing, and events needs. IMS offers resources to its affiliated centers, programs, and initiatives to host events to further their research goals. The resources available include:

- Event Planning
- Graphic Design
- Photography
- Videography
- Media Placements
- Writing/Storytelling
- Website Design and Creation

## Important Contacts

**Amelia Neumeister**, research communications program manager, serves as the liaison and project manager for collaboration between IMS and Institute Communications.

Amelia can help you:

- Share news via IMS social media, website and newsletters
- Webpage, newsletter, social media assistance for any Center, Programs, Initiatives needing setup
- Research stories
- Serves as a liaison for IMS faculty and the Institute Media Relations team
- Communications coordination with other campus units, including for central newsletters
- IMS Social Media, such as LinkedIn and X
- Communications coordination with other campus units, including for central newsletters
- Digital signage: non-events (like initiative lead call, news articles)
- Creative support: printed signage, advertisements and flyers (trifolds, banners, Marcus atrium posters, etc.)
- Event recap articles
- Event landing pages for large events needing a link to registrations.

For any communications related request, submit a ticket to the [Research Communications Project Request Form](#)

**Rebecca Grieco**, IMS events and marketing coordinator, supports and events and marketing for core IMS operations which includes sponsored workshops, seminars, and lectures. Additionally, she supports IMS research centers, programs, and initiatives (CPIs). She is available to assist you with your event and internal marketing needs.

Rebecca can help with smaller marketing projects and marketing efforts that have an internal audience. For questions regarding marketing strategy, website design and larger projects, please contact Amelia Neumeister.

Rebecca can help:

- Your center staff with larger events
- Reserve & set up event spaces
- Set up & monitor registration forms
- Get quotes for, order & set up catering
- Design & print posters
- Run administrative aspects on day of event

For venue reservations, please keep in mind that on-campus space availability can vary and the Marcus conference rooms often book months in advance.

For assistance with event coordination, submit a ticket to the [IMS Event Request Form](#)

View Communications and Event  
Project Timelines →



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# Communications Timelines

The below timelines do not include multiple iterations of deliverables and client review times. **All timelines are dependent on complete and approved content and team availability.**

## Website

- Simple Landing Page: 2 weeks
  - All content must be provided before build can start
- Full Website Build or Major Update: 12 weeks minimum\*
  - Includes: content editing, design, development, testing, launch
  - Dependencies: web team availability, content readiness

\*Build timeline will be identified after content is provided and approved. Timeline does not include iterations of build out and client reviews.

## Email Newsletter : 2 weeks

- Includes: content drafting, design, review, testing, scheduling

## Social Media

- Single Post socials: 3-4 days
  - Includes: content writing, editing, scheduling
- Live Event Coverage: 1 week prep + day-of-coordination

## Mailing Lists

- Email Campaign execution: 2-3 weeks
  - Includes: content, design, testing, and scheduling

## Design needs

- Print products\*
  - Flyers: 4 weeks
  - Trifolds: 6 weeks
  - Banners: 5 weeks
  - Posters: 5 weeks
  - Pull up Signs: 6 weeks

\*Times include concept, design, review, print production and delivery

- Digital design\*
  - Digital campus screens: 2 weeks
  - Social media graphics: 2 weeks
  - Email marketing ad: 2 weeks

\*Times include concept, design, and review

## Photography

- Scheduling + Shoot + Editing: 4-6 weeks
  - Event Photography: schedule 4 weeks in advance
  - Headshots: schedule through GT Headshot Studio

## Videography

- Short promo video: 6-8 weeks
- Event recap video: 4-6 weeks
  - Includes: scripting, filming, editing, and approvals
- Short form video: 3 weeks
  - <10 seconds copy with photos animation
- Illustrative animation: 4-5 weeks
  - No more than 60 seconds
  - Timeline dependant on complexity

## Miscellaneous

- Logo Sets (where appropriate): 1 week
- URLs and Vanity URLs: 1-2 weeks
- Iconography: 2-4 weeks

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View Event Project Timelines





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# Event Timelines

## Event Lead Times

- Small Event (under 20 people)
  - Without catering: 2 weeks
  - With Catering: 3 weeks
  - With travel and hotel: 6 weeks
- Medium Event (under 50 people)
  - Without catering: 3 weeks
  - With catering: 4 weeks
  - With travel and hotel: 6 weeks
- Large Event (more than 50 people or under 50 with multiple days)
  - Minimum 3 months

**Any event with alcohol requires a minimum of 3 months lead time.**

For assistance with event coordination, submit a ticket to the [IMS Event Request Form](#)

## Event Checklist

Please review the event checklist to ensure you are prepared for your event request. Rebecca will need the following details:

- Event purpose
- Requested date
  - My date is flexible (Y/N)
- I have a venue booked (Y/N)
  - If no: requested venue
- Est. Start time
- Est. End time
- Est. Attendees
- Est. Budget
- Worktag
- Will you need
  - Catering
  - Registration
  - Marketing / Advertising
- Will your event have
  - Alcohol
  - Travel arrangements