Timeline for Planning a Johnson School Student-Led Trek

In student-led Treks the students are the brand!

A brand image—and reputation—are really the sum of all impressions and interactions for those who experience it. Every aspect of the Trek experience—from planning to personal visits to follow-up—will influence how the Johnson School is perceived, and how we are remembered. All student Treks have a direct or indirect impact on a number of departments within the Johnson School. To help you facilitate an effective Trek, a Trek Approval Form and Trek Timeline were developed.

At LEAST 4 months in advance:
- Consult Calendar of Events in Outlook and work with Student Activities & Special Events Office (SA&SE) to identify a date
- Complete and submit Student-Led Trek approval form
- Refer to trek guide http://www.johnson.cornell.edu/currentstudents/planning/trip.html
- Contact the Corporate Programs Office, Gail Fink <gef4@cornell.edu>, to discuss strategies for approaching companies about visits. – NO APPROACHES should be made to any companies without first contacting Gail and the CMC.
- Work with the SA&SE to secure accommodations.
- Work with SA&SE to arrange bus transportation if needed.
- Alert the school administrators and/or faculty that you would like to be involved in the event (Dean, Associate Dean, CMC representation) You won’t have all the details yet, it is important to get on their calendars early
- Designate committee members and duties (Logistics, Marketing, Trip book, Resume book, Treasurer etc.)
- Begin contacting companies.
- Contact the Johnson School Alumni Affairs and Admissions offices to advise them you will be visiting the area.
- Send a save-the-date email to target audience(s)

2 months in advance:
- Work with SA&SE to order company gifts and any promotional items (pens, shirts, mugs, etc.) for event
- Collect non-refundable deposits from trek attendees.
- Finalize Budget

6 weeks in advance:
- Contact Marketing Department (Lynn Delles <lbd6@cornell.edu>) to discuss logo usage, branding, publicity options, etc.
- Finalize Schedule
- Schedule weekly meetings with key committee members and SA&SE, CMC, and Corporate Programs staff

1 month – 2 weeks in advance:
- Make sure that students assigned to a particular company are in touch, verifying how the visit will proceed
- Print Resume Book (work with CMC for cover letter)
- Print Trip Book
- Provide SA&SE with detailed directions/parking instructions for bus company.
- Verify that trek attendees have made hotel accommodation arrangements.

Before leaving on trek:
- Hold final meeting for all trek attendees and staff. Discuss trip etiquette, share final schedule, answer last minute questions.
- Submit final list of attendees and emergency contact information as well as final schedule to SA&SE studentactivities@johnson.cornell.edu.
- Assign attendees to research companies.

FOLLOW-UP:

One week or less after the event:
- Send thank you notes to company contacts
- Schedule de-briefing with key committee, advisor, and staff members

One month or less after the event:
- Prepare final income/expense report.
- Prepare summary of important information/future contacts to pass along to next year’s committee.
- Plan to be available to provide advice to next year’s trek leaders.