3. How Do I Plan an Arts Event?

Planning an arts event can be one of the most rewarding – and challenging – experiences you will have as a student at Emory. The reward of seeing your hard work pay off in a well-organized production or event is special, and you will learn more about yourself and your capabilities than you ever dreamed possible. In this section, you will find everything you need to know to organize and plan a successful event (from Broadway musicals to small, intimate galleries), including scheduling, funding, promotion, and preparation. Don’t hesitate to contact Emma Yarbrough or Andrea Lentz if you have any questions or concerns, and good luck!

A. What Events are Already Happening?

*NOTE: Why is this important?* Scheduling your event at the same time as another event can be devastating to both. With all of the events that happen on Emory’s campus, finding a time that doesn’t conflict can seem a daunting task (and sometimes an impossible one). However, doing your best to make sure your event doesn’t conflict with events of the same type or large, campus-wide events is worth the trouble. Also, if you can’t find a time to do your project separately, consider connecting it with another event, such as the Founders Week celebrations or Arts Week. Combining events and doing double promotion can actually result in increased participation.

[WWW.ARTS.EMORY.EDU](http://WWW.ARTS.EMORY.EDU) This web site has a comprehensive calendar of all arts events on campus that have been submitted to Arts at Emory. This resource will allow you to check out the schedule and figure out a time for your event that doesn’t conflict; perhaps more importantly, you can post your event on this calendar, so this is a great way to advertise!. See “Advertising on the Arts at Emory Web Site” (p.29) to find out how to get your event publicized here, and contact Emma Yarbrough if you have any questions.

Regular Celebrations and Dates to Know

*Best in Show:* During Freshman Orientation each year, over 15 student arts groups gather in Glenn Memorial Church to perform a showcase for the new students.
**Arts Week:** For one week in the Spring semester (usually in March), the STIPE Society organizes daily events that emphasize the arts. Past highlights of the week have included sidewalk chalk contests, staged theater combat, the annual arts soiree, poetry readings, outdoor music at the Cox Amphitheater, and visual art sales and exhibitions.

**Campus MovieFest:** This student film festival is the largest in the world and was started by Emory students. Small groups have one week to make a film. The winning film from Emory goes on to compete against films from other Georgia universities, and may even move on to the international competition. Winners also receive cash and other prizes. The Arts at Emory Award for Outstanding Artistic Innovation is a possible prize to win.

**Creativity & Arts Soiree:** This free event is the kick-off to the Emory arts season. The event features live performances and exhibits from all arts disciplines, hands-on activities like a graffiti wall and calligraphy, light refreshments, tables with information on the Carlos Museum and Libraries, and mingling with arts enthusiasts from around metro-Atlanta.

**Cultural Beats:** Usually takes place during the first weekend of November, which is also known as Unity Month at Emory. This event showcases various cultural and arts groups on Emory’s campus in an effort to promote unity and cultural diversity. Regular participants include B.A.M., Ngambika, Mahadhi Africa, ACES Dance, Emory Swing Club, Tangueros Emory, and other rotating groups. Contact the Office of Multicultural Programs and Services if your group would like to participate.

**Founders Week:** A week-long celebration in February commemorating Emory’s founding. Vocal group performances, improv concerts/events, and chalk contests are some of the many opportunities artists can be involved in.

**Human Rights Week:** During Human Rights week in February, the School of Public Health and international human rights organizations collaborate with many other organizations to bring human rights-related events to campus. The arts have
historically participated in this week, especially the Student Art Corps, the Dark Tower Project, Poetry Council, and Photo Club. These arts organizations have teamed up to organize a Human Rights Poetry and Art Slam, which has featured art and photography exhibits and contests, professional photographers, and a poetry slam featuring both Emory and Atlanta poets.

**International Cultural Festival:** Occurring in March, this festival features performances, exhibits, booths, and other events focusing on diversity and international cultures. For more information, contact ISSP at 404.727.3300.

**Brave New Works** This biennial festival of new plays is put on by Theater Emory. It is headquartered at Schwartz’s Theater Lab and includes workshops, staged readings, semi-staged readings, new play development, and guest directors. This event is a great opportunity to apply to have your new play commissioned, enabling a student to potentially hire directors, cast students and professional actors, and obtain the other resources needed to develop your play. Contact Rosalind Staib (rstaib@emory.edu), John Ward (jward03@emory.edu), or Lisa Paulsen (lpaulse@emory.edu) for more information.

**Lenaia Festival:** The Lenaia Festival of New Student Plays is devoted to encouraging student theater. The festival lasts for one week in early April or late March, and culminates in two days of readings and performances. Playwrights submit a 30-page maximum work, which if selected, is given to a student director, who is also given a pool of actors. The company is then given a maximum of 5-10 hours (depending on play length) in which to rehearse their play. Focus is given to allowing the playwright to hear their work "living and breathing" on the stage. Each night finishes with a talkback session, in which a faculty member leads a discussion designed to help the playwright improve their work. For more information, email Lenaia_Festival@learnlink.emory.edu.

**Student Activities Fair:** During new student orientation each year all arts groups are featured at the student activities fair. Stop by for information on upcoming auditions, events, ways to get involved, and general information.