

## ALUMNI ASSOCIATION EVENT PLANNING GUIDE

Advanced planning and communication are vital for all Alumni Association events. While each event is unique, the guide below will take you through the common phases of event planning. The guide will cover important factors such as venue, budget and communication.

### PHASE 1

5-6 Months prior to event

- Identify an event chair/individual to manage the event
- Select a potential dates/range of dates
- Research event ideas and venue options
- Build an event budget

### PHASE 2

4-5 Months prior to event

- Confirm event date, plan, venue and budget
- Determine admission cost
- Research area logistics such as parking and local transportation

### PHASE 3

3-4 Months prior to event

- Confirm/order all necessary reservations and purchases
- Send out invitations with date, location, cost and include the event chair's contact information
- Notify the undergraduate Chapter President and VP of Alumni and Family Relations

### PHASE 4

1 Month prior to event

- Send out an event reminder
- If RSVP responses are low, call to invite alumni personally
- Review budget and current event income
- Adjust event plan/details if needed

### PHASE 5

1 week prior to event

- Confirm contacts needed for the event such as the caterer
- Confirm materials the event chair will need to supply for the event such as writing utensils, napkins or drinks
- Send out a final reminder
- Finalize the attendees list

### PHASE 6

Day of event

- Arrive early
- Set-up a registration table for alumni to check-in and to update their contact information
- Be aware of restroom and other vital locations
- Take photos

### PHASE 7

Post event

- Wrap-up the budget
- Send out thank you notes to attendees and 3rd parties involved