

## General Event Planning Timeline

The following is a general event planning timeline to help your Chapter prepare for an upcoming gathering. Please note that the following events are held at specific times during the year and that your Chapter should plan accordingly if you plan on hosting one:

- **Pilot Landing Celebration** – Held at the end of summer through fall. (late August through October)
- **Pilot Send Off Celebration** – Held in Mid-July through the first weekend in August. (please note that some Pilot Send-Offs are hosted by the University, depending on your area)

Also, we ask that Chapters do not plan any events during the month of June so that there isn't any interference with Reunion weekend (end of June), accounts can be reconciled before the fiscal year end, and *Chapter of Excellence* application submissions can be verified and include all completed event/Chapter activity.

### 10 WEEKS BEFORE THE EVENT

- ☐ Determine the scope, purpose, and name of the event/program (who, what, where, when, why, what time)
- ☐ Identify potential dates and locations
- ☐ Determine the target audience
- ☐ Identify potential risk-management issues
- ☐ Develop a budget
- ☐ Determine the number of volunteers needed to plan and work at the event
- ☐ Determine the method(s) to measure participation and success
- ☐ Determine the registration process: online, day of event, and registration fees
- ☐ Identify potential partners (e.g., other alumni groups, community organizations, local alumni-owned businesses)
- ☐ Submit an *Event Request Form* to Sara Grzelka

### 8 WEEKS BEFORE THE EVENT

- ☐ Confirm the date, time, location, and speaker/entertainment (if applicable).
- ☐ Confirm the food and beverage options (e.g., meal choices, buffet, appetizers, open vs cash bar, dietary accommodations)
- ☐ Determine target invitee list (e.g., local alumni, young alumni, parents)

- ☐ Submit an *Event Request Form* to Sara (if you haven't already) for an event registration link to be created (include a picture, event text, cost, location, parking and any other pertinent details)
- ☐ Post the event on your chapter's social media outlets
- ☐ Include information in your chapter e-newsletter rotation as a save-the-date

## **6 WEEKS BEFORE THE EVENT**

- ☐ Determine the event format and flow
- ☐ Confirm room set-ups and supplies
- ☐ UP sends out first e-invite to the target audience
- ☐ Recruit volunteers if needed
- ☐ Publicize the event on social media and community calendars

## **1.5 – 2 WEEKS BEFORE THE EVENT**

- ☐ Reminder email goes out from Alumni and Parent Relations Office to your chapter audience.

## **1 WEEK BEFORE THE EVENT**

- ☐ Meet with volunteers /chapter leadership team, if needed
- ☐ Conduct follow-ups with vendors (if needed)
- ☐ Confirm attendee numbers with the venue and caterer

## **DAY OF THE EVENT (Including Event Etiquette)**

- ☐ Arrive at the venue **early** (at least one hour prior to the event) to set up.
- ☐ Check in with venue personnel
- ☐ Direct volunteers and fellow board members on their roles as they arrive (please have someone welcoming guests as they arrive, someone checking people in, and someone thanking people for coming when event concludes)
- ☐ Oversee set-up and decoration
- ☐ Oversee registration and check-in (keep event sign-in sheets for verification of attendees to include in the *Post Event Report*)
- ☐ Network, mingle and introduce people as much as possible
- ☐ Provide a welcome message to guests, thank them for coming, introduce the speaker (if applicable), and inform guests about upcoming events or ways they can get involved with the chapter
- ☐ Clean up after the event and check in with venue host prior to leaving to settle the final bill and thank them

## **POST EVENT WRAP-UP**

- ☐ Recognize everyone's help before, during, and after the event: thank participants, volunteers, and any local partners

- ☐ Evaluate what worked, what didn't, and what lessons were learned and include that as part of your *Post Event Report*. Please keep a chapter copy of these reports for future event reference
- ☐ Provide the *Post Event Report* including attendee list to Sara in the Office of Alumni and Parent Relations within 1 week of the event conclusion