

# EVENT PLANNING TIMELINE

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## 2-3 Months in Advance:

- Decide on the type of event (see Event Ideas and Suggestions)
- Choose a date and time
- Contact and discuss idea and details with your Alumni Engagement office liaison
- Select, contact, and confirm a location (if applicable)
- Set the menu (where applicable)
- Determine the price per person (if applicable)
- Decide who to invite
- Contact guest speaker (if applicable)
- Obtain special equipment (if applicable)
- Order tickets (if applicable, to be purchased by the Alumni Engagement office liaison)
- Obtain venue contract (signed by Alumni Engagement office liaison)

## 2 Months in Advance:

- Complete and submit [Alumni Event Interest Form](#) to Alumni Engagement liaison so marketing can be prepared for event.
- Request a list of URI alumni within your area. If you have not completed one already, complete the Release and Use of Alumni Data form and submit to your Alumni Engagement office liaison.

## 1 Month in Advance:

- Once list has been received begin personal outreach to promote your event
- Confirm attendance
- Coordinate arrangements for guest speaker (if applicable)

## 2 Weeks Prior to Event:

- Request event materials from your liaison:
  - Decals
  - Alumni pins
  - Decorations
  - Giveaway item(s)
  - Business card sign/forms
  - Shakers

The following items are standard and will be included unless otherwise specified

- Final registration list
- Nametags

## 1 Week After Event:

- Send follow-up information to the Alumni Relations office
  - Attendee registration list
  - Complete the [EVENT WRAP UP](#) Google form
  - Photos with identifications and any quotes
  - Receipts related to event

# EVENT PLANNING OUTLINE

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## 1. Decide What to Do:

Hold a Zoom meeting or communicate via e-mail with members in your Network/Community and your Alumni Engagement liaison to discuss potential ideas. Keep in mind the following:

- **Date** – Plan carefully to avoid conflicts with local events, national and religious holidays, peak work or vacation periods, and possible University events that are already planned. Is there enough time to get the information to your Alumni Engagement office liaison for marketing? It takes 12 weeks to plan a great event, and 8 weeks to market it.
- **Audience** – Determine who you are targeting. For example: Business professionals, young alumni, families, everyone
- **Format and/or Location** – Are you looking to host a virtual or in-person event? If you are planning an in-person event, make sure you know the details of your location. For example: Is it a desirable location for your audience (will all guests feel welcome? Is it convenient to get to, etc.)? Is it handicap accessible? Is there parking? Is the location prepared for a group? Are there minimums or maximums? If ticketed, are there special group rates? Is a deposit required?
- **Cost** – If you are charging for the event, be mindful of the price you charge. Events with a registration cost over \$25 can be hard to sell, although there are exceptions. Talk with your Alumni Engagement office liaison and come up with a price for your event together. Be sure to take all costs into consideration when determining price: food, beverage, gratuity, room and equipment rental, decorations, door prizes, etc.
- **Benefit to the Network/Community** – Is this an event that will allow people to socialize and/or make connections? Will it provide an educational opportunity for alumni? Will it publicize your Network/Community? Will it attract newcomers?

## 2. Contact your Alumni Engagement office Liaison

Keeping your Alumni Engagement office liaison up to date with event plans is very important. There are some specific things your liaison will need:

- Complete the [Alumni Event Interest Form](#).
- The Alumni Engagement office liaison will be responsible for all event registrations and collecting funds (if appropriate) for an event. Your liaison will sign all contracts related to an event as well as pay for expenses related to the event. Your liaison will work with you to determine the cost of the event, etc. Inform your liaison immediately if you need tickets ordered in advance for your event.
- Request a list of URI alumni within your area. If you have not completed one already, complete the Release and Use of Alumni Data form and submit to your Alumni Engagement office liaison. Once you have received the list, connect with these individuals and inform them of your event.

## 3. Staff Your Event

Every event, even if your Network/Community is gathering to watch a game, should have at least one Network/Community lead or volunteer present to ensure that the event runs smoothly and to greet people and make them feel welcome. The more welcome people feel, the more likely they'll come back. Here are some important things that will help make your event a success:

- **Nametags** – Your Alumni Engagement liaison will send you pre-made nametags for registered attendees. Blank nametags will also be sent for additional guests.
- **Greeting** – All newcomers and guests should, upon signing in, be properly greeted by the Network/Community representative(s). Once all guests have arrived, then the group

may be welcomed as a whole. You may want to announce upcoming events in the area and thank any volunteers or special guests at the event.

- **Attendance List** – Please forward event attendee information post-event to your liaison.
- **Alumni Information** – Please display URIFAE materials on the check-in table along with the nametags. Your liaison will send you this information in advance.
- **Door Prize** – At check-in, each guest should drop their business card or fill out a slip to be entered into the free giveaway. Once all guests have arrived, then winner(s) can be pulled. If a guest is no longer at the event, then the prize can be mailed to them by your Alumni liaison.
- **Photographs** – Take as many photos of attendees as possible. The photos may be put up on the URI website, on URI Alumni social media, in *The University of Rhode Island* magazine, or used for publication materials. When taking photos please ensure there are no drinks or half-eaten plates of food and try to take at least three (3) posed group photos, as well as small clusters of attendees. Send your photos to your contact in the Alumni Engagement office as the actual/original image size to ensure best quality and resolution of the photos.
- **Have Fun!** – Take time to enjoy all your hard work.

#### 4. Follow Up

Celebrate your success. Planning an event requires much time and patience. The Alumni Engagement staff truly appreciates your dedication and love for the University, and we want to hear all about it.

Remember that each Network/Community is unique and defines success differently; however, the key purpose of your Network/Community is to inform and connect alumni and friends to URI. If your Network/Community achieves this, then your event was successful regardless of the number of members who participated.

There are just a few last items to finish your event.

- **Event wrap up email** – Please complete the [EVENT WRAP UP](#) Google form. Your feedback may be used online or in *URI Magazine*, along with any photos you send.
- **Photographs** – Send photos with identifications and any quotes whenever possible so that we can share the picture in alumni publications.