

PLANNING AN EVENT

Here are some thoughts on planning your events:

- Planning is the most crucial, most time-consuming aspect of organizing any event
- A well-planned event begins with the journalistic formula:
“Who, what, where, when, how, and why?”
- The success of any event depends on careful planning. The more effortless it seems, the more detailed the planning that has taken place behind the scenes

1. Start with Small Goals

Start small and get comfortable with the process. It is better to do it right on a small scale than wrong on a large scale. Recruit other alumni to assist in getting things done.

2. Plan Ahead

A successful program starts being planned 12 weeks before. Follow your Event Planning Timeline and Checklist to make sure your event is on target. Remember that the marketing for an event must be submitted at least 8 weeks prior.

3. Share the Load and Talk to Each Other

Delegating the workload is a great way to make sure that no one person ends up feeling overworked. Always remember to stay in touch with your fellow Network/Chapter leaders and your Alumni Engagement office liaison so that you each know who is doing what and when it is getting done.

4. Details, Details, Details

Make a list. The key to having things running smoothly is to anticipate problems and double-check yourself.

5. Don't Be Afraid to Ask for Advice

Contact your Alumni Engagement office liaison or your counterparts in other alumni Networks/Chapters to get advice.

6. Variety is the Spice of Life

Do not be afraid to try new things. No one event appeals to all alumni. No one date or time is good for everyone. If someone comes up with a good idea but it is not something you can handle—delegate.

7. Outreach is the Key

Personal outreach is often the difference between a good event and a great event. Request a list of alumni in the area from your Alumni Engagement liaison and take the time to connect with these individuals and invite them to your event.

8. Adopt a Project and Join Forces

Consider special projects such as student recruitment, career planning, community service, or providing scholarship support for a student from your area. Explore tie-ins with local events or other schools to hold a joint event. For example, if another college or university has a chapter in the area, why not do a joint event?

9. Toot Your Own Horn

Send us pictures and notes about your most recent events. We will put them on social media, online, or other places. We want to tell everyone what a great job you are doing and how much fun our alumni are having.

10. Be Creative

Take the tried and true events of others and make them your own. A clam bake is a great idea; but unless you have a lot of willing workers and some great organizational skills, it could be too much to bite off as your first project. How about a chowder and clam cakes lunch or an after work gathering instead?