

Event Planning Timeline

The following is a general event planning timeline to help your Chapter prepare for an upcoming gathering. 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) and that finances can be reconciled before the fiscal year end.

8 WEEKS BEFORE THE EVENT

- Determine the purpose, target audience, and name of the event/program (who, what, where, when, why, what time)
- Identify potential dates and locations
- Develop a budget and ticket cost, if any
- 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, UP campus partners)

6 WEEKS BEFORE THE EVENT

- Determine the number of volunteers needed to plan and work at the event
- Confirm the food and beverage options (e.g., meal choices, buffet, appetizers, open vs cash bar, dietary accommodations)
- Confirm event details with your chapter leaders

5 WEEKS BEFORE THE EVENT

- Submit an Event Request to Anna Horlacher (see above template)
- Determine the event format and flow
- Confirm room set-up and supplies needed

3 WEEKS BEFORE THE EVENT

- UP sends out first e-invite to the target audience
- Begin personal outreach

WEEK OF THE EVENT

- Send confirmation emails to vendors, volunteers, and chapter leaders including event timeline, day-of contact information, and any assigned tasks/roles
- Confirm attendee numbers with the venue and caterer

DAY OF THE EVENT

- Arrive at the venue early (at least 45 minutes prior to guest arrival) to set up
- Check in with venue personnel

- Clarify hospitality role (please have someone welcoming guests as they arrive, someone checking people in, and someone thanking people for coming when event concludes) • Oversee set-up
- Oversee registration and check-in (keep event sign-in sheets and send to Anna after the event)
- 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

- Send an email recognizing everyone's help before, during, and after the event: thank participants, volunteers, and any local partners
- If you wish to send a post-event survey, we recommend using Google Forms. This is a great way to ask for feedback and gauge your chapter members' level of interest in your current programming. Please speak to Anna Horlacher about survey best practices and suggested survey questions.