

## Timeline for Planning: Planning a Basic Event

The chart below is provided to help you plan your event with the appropriate time considerations. An example of a basic event is an after-work social.

Once you determine the date of your event, fill in the “Enter Date to be Completed” line to be sure you have adequate planning time.

Date of Event \_\_\_\_\_

Weeks in Advance of Event      Enter date to be completed, then “check” the box when completed.

- |              |       |  |
|--------------|-------|--|
| 14 wks prior | _____ | Organize core group of planners<br><input type="checkbox"/> Designate one key person in charge<br><input type="checkbox"/> Determine 2 locations and 2 dates that would work for the event<br><input type="checkbox"/> Check possible dates with Alumni Relations to avoid conflicts with other events   |
| 12 wks prior | _____ | Core group meeting in-person/e-mail/conference call to:<br><input type="checkbox"/> Decide on a date<br><input type="checkbox"/> Set a price (Consult “Chapter Event Finance Worksheet,”)<br><input type="checkbox"/> Determine who will be main contact with the facility<br><input type="checkbox"/> Determine who will take RSVPs and how – a notebook near the phone, enter into a database, etc.<br><input type="checkbox"/> If attendees pay prior to the event, design system for accepting the payments<br><input type="checkbox"/> Determine marketing strategy<br><input type="checkbox"/> Draft flier copy (see “Designing Event Fliers”) |
| 10 wks prior | _____ | <input type="checkbox"/> Final copy of wording for invite submitted to Alumni Relations<br><input type="checkbox"/> Request mailing list from Alumni Relations   |
| 8 wks prior  | _____ | <input type="checkbox"/> Invitation sent to the printer  |
| 6 wks prior  | _____ | <input type="checkbox"/> Mail invitation (bulk mail)   |
| 4 wks prior  | _____ | <input type="checkbox"/> Send your announcement through the Chapter E-Mail List Serves (see “Sending Messages Out Through the Chapter E-Mail List Serves”)<br><input type="checkbox"/> Begin to collect RSVPs (week 4 through deadline)<br><input type="checkbox"/> Continuously evaluate your space, numbers, guarantees, etc.<br><input type="checkbox"/> Consider decorating ideas  |
| 2 wks prior  | _____ | <input type="checkbox"/> Confirm what the vendors are expecting with regard to   |

payment – day of or prior to event; check or purchase order, etc.

- Contact Alumni Relations to send a reminder through the Chapter E-Mail List Serves
- Contact your local paper: a notice in the weekly event calendar?
- Request an Event Kit or other supplies from Alumni Relations

1 wk prior \_\_\_\_\_  Confirm head count with the facility/caterer, confirm set-up, and volunteers

Day of \_\_\_\_\_

- Bring cash for cash box and for misc. needs
- Bring registration supplies and or the Alumni Relations Event Kit, camera, signage, and decorations
- Arrive at least 30 minutes prior to advertised start time – or earlier if there is major set-up required
- Relax, be flexible and enjoy!

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By 2 wks after the event \_\_\_\_\_

- Send thank you notes to speaker, special volunteers, and/or vendors who assisted you
- Complete the “Event Evaluation Summary”
- Complete the “Event Finance Sheet”

Follow up with alumni attending the event as needed