

Duties and Responsibilities

Event Planner

- Submit *Event in a Box Application Form* via the website 12 weeks in advance of the proposed event
- Once event has been approved, make final arrangements with local venue for the event
- Take registrations (when no payment is required)
- Contact area alumni to encourage attendance
- Recruit alumni to assist with the event
- Coordinate, manage and execute event logistics and details
- Complete final report, including the list of attendees, and return report with remaining supplies to the Alumni Engagement office

Alumni Relations Office

- Review event request
- Notify event planner of decision whether or not to proceed with the event
- If event is approved, the Alumni Engagement office will work with event planner to develop a promotional plan
- Post event information to Alumni Association Web page
- Create and send out first email invitations; Send final email invitation 2 weeks prior to the event
- Send supplies to coordinator prior to the event
- Take registrations and payment information when necessary

General Tips for Event Planning

- Know your audience. Are you trying to appeal to young professionals, older alumni, and/or families? There could be something for everyone, but every event does not have to appeal to all alumni.
- Keep recruiting volunteers at your events - the more volunteers, the more events you can support.
- Choose your location carefully. Try to pick locations that have easy access, easy parking, and don't include additional fees for the guests.
- Budget wisely. All of your events should be self-supporting.
- When planning major programs, find ways to feature local alumni resources and expertise. Alumni can make great speakers and are typically willing to participate. Build around their availability.