EVENT PLANNING CHECKLIST

Want to plan an Emory alumni event? Here’s a checklist to get you started. See the full planning guide for more detailed guidance, and — of course — contact your association liaison any time!

Always:

☐ Stay in communication with fellow volunteers and your association liaison

Before the event:

☐ Brainstorm event ideas

☐ Check dates
  ○ Other Emory events
  ○ National or religious holidays
  ○ Local festivals, school breaks, etc.
  ○ Planning deadlines based on marketing calendar

☐ Determine budget (with chapter / affinity group president and association liaison)

☐ Research details
  ○ Tickets
  ○ Food and beverage
  ○ Parking / public transportation
  ○ Other considerations
  ○ Work with association liaison to finalize arrangements

☐ Provide information for registration page 4-6 weeks in advance:
  ○ Event Title
  ○ Event Date / Time
  ○ Event Location
  ○ Event Description: We have standard language for many events, but encourage you to be creative here. Please provide the URL for any images.
  ○ Registration Fee
  ○ Maximum Number of Attendees
  ○ Event Coordinators: This is you!
  ○ Any additional information that could be helpful to registrants: Parking, public transportation, ticket pickup, etc.

☐ Provide preferred shipping address for event package (include any special instructions for mailrooms, leasing offices, etc.)

☐ Assist with marketing
  ○ Social media promotion
  ○ Personal outreach
At the event:

☐ Arrive 30 minutes early
  ☐ Check in with venue
  ☐ Set up registration materials and other collateral

☐ Greet guests, and encourage everyone to sign in

☐ Take photos

☐ Post to social media
  ☐ Chapter / affinity group Facebook group
  ☐ Chapter / affinity group hashtag
  ☐ Tag Emory Alumnus on Facebook, and @emoryalumni on Instagram and Twitter

☐ Be an Emory ambassador!

After the event:

☐ Send documentation to association liaison
  ☐ Sign-in sheets
  ☐ Itemized receipts
  ☐ Photos

☐ Share feedback with association liaison and fellow alumni leaders

☐ Coordinate with liaison for follow-up with interested alumni