Behind the Scenes

The Life Cycle of an Event
First...

* You have an idea and share it with your EAA liaison and other chapter leaders.
  * “This new restaurant sounds cool. Why don’t we have a social event there?”
* You get their feedback.
  * “Good idea! What if we hold it on a Wednesday and market it as a Wonderful Wednesday?”
* You contact the venue to discuss dates, pricing, and other event details.
  * “Is your restaurant available for a group of 30 on Wednesday, May 23rd? Would it be possible for us to gather on the patio? Is there a charge for that?”
* You report back to your liaison and chapter leaders.
  * “We can have the patio on May 23rd, 6:30-8:30. There’s no food/beverage minimum, but they did request advance payment for the appetizers.”
Your liaison passes the info to the coordinator

DFW new event: Wonderful Wednesday Happy Hour

Weekley, Laura J

You replied on 5/3/2012 3:16 PM.
Sent: Thu 5/3/2012 9:27 AM
To: Gregory, Katherine

Kate,

Will you create this event reg page today so that we can start marketing? Thanks!

Wednesday, May 23
Sundown at Granada
6:30-8:30 pm
Group appetizers provided

Event coordinators: Stacie Shaw 10B and Amanda Kelley 08C

http://www.facebook.com/sundownatgranada. The group menu is coming soon for you to pre-order some apps.

Laura Zimmerman Weekley, Regional Volunteer Programs Director
Emory Alumni Association
Emory University, Development and Alumni Relations
815 Houston Mill Road, Atlanta, GA 30329
laura.weekley@emory.edu
The coordinator creates the registration page, and sends it to the liaison and communications specialist.

<table>
<thead>
<tr>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Event title:</strong> Dallas-Ft. Worth Wonderful Wednesday Happy Hour</td>
</tr>
<tr>
<td><strong>Event date:</strong> May 23, 2012 6:30 PM</td>
</tr>
<tr>
<td><strong>Event end date:</strong> May 23, 2012 8:30 PM</td>
</tr>
</tbody>
</table>
| **Location:** Sundown at Granada  
3520 Greenville Ave.  
Dallas, TX 75206  
214.603.8000  
http://sundownatgranada.com/ |
| **Description:** Celebrate Wonderful Wednesday with the Dallas-Ft. Worth Chapter of Emory Alumni at Sundown at Granada, a neighborhood bar garden located next door to the historic Granada Theater. We'll begin to gather at 6:30, but come when you can to enjoy this fun, laid-back event. Whether you graduated during the initial reign of Wonderful Wednesdays in the 70s, during their resurgence in the mid-80s, or somewhere in between, join us for an evening of reconnecting with old friends and meeting new ones. Appetizers are on Emory, the good times are on you.  
Alumni event coordinators: Stacie Shaw '10H and Amanda Kelley '08C  
Photographic images from this event may be used in Emory marketing materials. |

**Here you go!**

https://www.alumniconnections.com/dpc.php?EMR/event/showEventForm_id=127039

**Kate Gregory 09C, Regional Volunteer Programs Coordinator**  
**Emory Alumni Association**  
Emory University, Development and Alumni Relations  
815 Houston Mill Road, Atlanta, GA 30329  
Office: 404.712.3741, Fax: 404.712.1015  
kate.gregory@emory.edu
The liaison reviews the registration page, and the coordinator makes changes as needed.

FW: Thank you for registering!
Weekley, Laura J

You replied on 5/3/2012 4:02 PM.
Sent: Thu 5/3/2012 3:46 PM
To: Gregory, Katherine

Will you add the date, time, and location the confirm email for the DFW event? Thanks!

Laura Zimmerman Weekley, Regional Volunteer Programs Director
Emory Alumni Association
Emory University, Development and Alumni Relations
815 Houston Mill Road, Atlanta, GA 30329
laura.weekley@emory.edu

RE: Thank you for registering!
Gregory, Katherine
Sent: Thu 5/3/2012 4:02 PM
To: Weekley, Laura J

I must not have hit save on the page. Good catch. It’s fixed now.

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The communications specialist schedules a chapter newsletter.

RE: DFW new event: Wonderful Wednesday Happy Hour

Quinn, Kelley
Sent: Thu 5/3/2012 3:55 PM
To: Weekley, Laura J; Gregory, Katherine

Thanks Laura. Do you want to go ahead and do a Dallas email tomorrow? That would space it out in case we need a reminder email on the 16.

Let me know!
Kelley

Kelley Quinn 08B, Communications Specialist
Emory Alumni Association
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815 Houston Mill Road, Atlanta, GA 30329
Office: 404.727.0081, Fax: 404.727.2557
kquinn@emory.edu

RE: DFW new event: Wonderful Wednesday Happy Hour

Weekley, Laura J
Sent: Thu 5/3/2012 4:11 PM
To: Quinn, Kelley; Gregory, Katherine

Good plan. Thanks Kelley.

Laura Zimmerman Weekley, Regional Volunteer Programs Director
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laura.weekley@emory.edu
EMORY ALUMNI ASSOCIATION

The online services specialist creates a Facebook event and ad.

Wonderful Wednesday Happy Hour
Event for Dallas/Fort Worth Chapter of Emory Alumni by Emory Alumni

- Wednesday, May 23, 2012
- 6:30pm until 8:30pm
- Sundown at Granada; 3520 Greenville Ave, Dallas, TX 75206

Celebrate Wonderful Wednesday with us at Sundown at Granada, a neighborhood beer garden located next door to the historic Granada Theater. We'll begin to gather at 6:30, but come when you can to enjoy the fun.

Alumni event coordinators: Shodie Shaw JDD and Amanda Kelley JDC

The communications specialist creates a chapter newsletter and send it with the liaison’s approval.
The coordinator contacts the venue to finalize details, select the menu, and make payment.

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**Emory Alumni Association**

The coordinator contacts the venue to finalize details, select the menu, and make payment.

**Emory Alumni group, May 23**

Gregory, Katherine

**Sent:** Tue 11/13/2012 1:27 PM
**To:** Julie@granadahotel.com
**Cc:** Weekley, Laura J

Hi Julia,

I hope you’re well! I’d like to confirm the Emory Alumni reservation for May 23, 6:30 – 8:30 p.m., for 25 people. Here’s the order:

1. Mediterranean Platter
1. Shiner Bock Brisket Bites Platter
2. Taco Platters
2. Hammered Goat Flatbreads
2. Margherita Flatbreads

For the taco platters, let’s do one black bean and one brisket. Please stagger the food.

My colleague Laura Weekley will be attending the event. I’ve attached her card information for payment. Laura will order more food as needed and sign the check.

Please let me know if there’s anything else you need at this time.

Thanks,

Kate

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**Sundown At Granada Catering Menu**

**Lone Star Cheese Plate**
Texas Cheese from Brazos Valley Farms, Zip Code Honeycomb, Longhorn Summer Sausage, Fruit, Nuts, Lavash Crisps
Platter for 10 People $45

**Mediterranean Platter**
Tabbouleh, Purple Roasted Garlic, Hummus, Feta, Olives, Toasted Pita Bread
Platter for 10 People $30

**Shiner Bock Brisket Bites**
Grass-Fed Brisket, Jalapeno Slaw, and Barbecue Sauce on Whole Wheat Molasses Buns
Platter of 10 Sliders $30

**Rosemary Glazed Meatballs**
Kobe Beef Meatballs with a Red Wine Glaze topped with Cranberries and Blue Cheese Crumbles
Platter of 10 Meatballs $30

**Jumbo Seared Marinated Shrimp with Fresh Herbs and Lemon Chimichurri Butter**
Served Chilled
Platter for 10 People $40

**Black Bean or Shiner Brisket Tacos**
Black bean, Brown Rice, Queso Fresco, Sundried Tomato Chutney
Shiner Brisket, Brown Rice, Jalapeno Salsa, Cheddar Cheese, Root Beer BBQ Sauce
10 Taco Platter $40

**Global Brochettes**
Grilled Grass Fed Beef or Free Range Chicken Skewers with Seasonal Vegetables
Holish or Tzatziki Sauce
Platter for 10 People 2 Skewers Each $35
The coordinator requests an activity code from the associate director of communications and technology.

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**Code request**

Gregory, Katherine  
**Sent:** Tue 5/15/2012 2:18 PM  
**To:** Gall, Stacey

Hi Stacey,

Will you please request an activity code for this DFW event?

Dallas-Ft. Worth Wonderful Wednesday  
-5/23/2012  
-Laura Weekley  
-424389

Thank you!  
Kate

Kate Gregory 09C, Regional Volunteer Programs Coordinator  
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Office: 404.727.3741, Fax: 404.712.1015  
kate.gregory@emory.edu
The coordinator or intern ships an event package.

* Standard event package:
  * Blank name tags
  * Sign-in sheet
  * Roster
  * 1-2 pens
  * 1-2 Sharpies
  * 1-2 pennants
  * Emory Wheel
  * Pledge cards
  * Other Emory print materials
  * Additional items as needed
The coordinator sends a reminder email.

REMINDER: Dallas-Ft. Worth Wonderful Wednesday, May 23

Gregory, Katherine

To: Wreeley, Laura; Gregory, Katherine

Subject: Dallas-Ft. Worth Wonderful Wednesday Happy Hour

Greetings from the Emory Alumni Association!

Thank you once again for registering to attend the Wonderful Wednesday event tomorrow, May 23.

Dallas-Ft. Worth Wonderful Wednesday Happy Hour
May 23, 2012
6:30-8:30 PM

Sundown at Granada
3528 Greenville Ave.
Dallas, TX 75206
214.823.8305
http://sundownatgranada.com/

If you have questions about this event, please contact Laura Wreeley at laura.wreeley@emory.edu. Walk-ins are welcome, so bring all your Emory friends!

Best,
Kate

Kate Gregory 09C, Regional Volunteer Programs Coordinator
Emory Alumni Association
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You arrive early and lead the event.

* Arrive 30 minutes early and check in with the staff.
  * Confirm the host/hostess knows an Emory alumni event is occurring and where the group is seated.
* Set up a registration table for sign-in.
* Greet attendees as they arrive, and ask alumni to sign in.
* Take plenty of photos.
* Review and sign the final bill.
  * If gratuity isn’t included, add 15-20%.
Follow Up

* You send the sign in sheet, itemized receipt, and photos to the liaison and/or coordinator.
* The program assistant submits the receipt to Finance for payment.
* The intern uses the sign in sheet to code attendees in the database.

* The intern creates an album on SmugMug and uploads the photos.
* The online services specialist posts select photos to the chapter Facebook group.
* The communications specialist includes a link to the photos in the next chapter newsletter.
Questions