

EVENT PLANNING: TIMELINE

3-6 months prior to your event

- Confirm the event date and submit Event Request Form to BGSU Alumni Office
- Complete Planning Worksheet and send to the Alumni Office
- Outline event, including goals, objectives, guest speaker, etc.
- Assign responsibilities
- Establish event budget, including facility rental, food and supplies, decorations, printed materials, A/V equipment, door prizes, gratuities, etc.
- Calculate per-person event costs
- Contact BGSU Alumni Office for publicity assistance (submit event form)

2-3 months prior to your event

- Select and reserve location. Things to consider:
 - ✓ Is there convenient and adequate parking?
 - ✓ Is there an acceptable billing arrangement?
 - ✓ Is the room size appropriate for the anticipated crowd?
 - ✓ Is the noise level appropriate if you have a speaker?
 - ✓ Will the venue have internet access or cable TV to access correct channel?
- Reserve A/V equipment, if needed
- Set menu and arrange for bar service, if appropriate

2 months prior to your event

- Determine volunteer staffing needs (ex: greeters, name tag table attendant, food servers, clean-up crew, etc.)
- Recruit volunteer members to staff the event
- Notify Assistant Director of Alumni Engagement for BGSU Alumni of any special needs for the event
- Forward email content to BGSU Alumni Office for email blast
- Inform Alumni Office if fundraising component will be involved.

4-6 weeks prior to your event

- Mail printed invitations (if needed)
- Work with the Alumni Office on door prizes and other supplies
- Initial invitation to event sent out

2 weeks prior to your event

- Call members who have not responded
- Reminder email invitation sent out
- Post event through social media

1 week prior to event

- Prepare registration materials and name tags
- Provide final count to facility managers and caterers, as needed
- Send list of attendees to BGSU Alumni

3-5 days prior to your event

- Send email reminder to registrants

Day-of

- Arrive 1-2 hours prior to event to make sure facility is arranged properly
- Set up registration table and name tags
- Recognize guests and speakers
- Distribute event evaluations, and collect them when completed
- Take photos and post them on social!

Following the Event

- Mail thank-you notes to attendees and volunteers
- Share photos and thanks on social
- Submit event follow up sheet electronically to the Alumni Office with final attendee list