Alumni benefits:

Finding jobs

Finding right connection

Giving Jobs/Internship

Mentorship through senior alums

Alma Mater guidance through counseling

Use of Premises for recreational or learning purposes

School

Donations

Junior Mentorship and counseling

Brand ambassador

Students:

Connect with Alums helps to know about their journey ahead

Career Guidance and planning

Connect with newer opportunities

Strategies

Planning for meet up

Creating surveys on what alumni is looking for in the coming meetup

Plan on events to take place

Location date and time venue

Theme

Surveys to chck is alumni interested and availability.

Sending invites

Planning events to follow

Creating newsletters fr alumni o

**EVENT PLANNING CHECKLIST**

Successful events are critical for any club! Whether you are just launching your club or thinking about new and creative events for your club, advance planning and communication are vital. Below is a general Event Planning Checklist that covers important factors such as venue, audience and communication. All events are unique, but the Event Planning Checklist walk through things to consider before, during and after your events.

**Three Months in Advance:**

* Identify an event chair and/or a person to manage registration
* Develop a project plan: audience, attendance goal, calendar, timeline, etc.
* Select a day of the week and time of day that best suits the event - keep in mind potential conflicts, such as holidays
* Research venue options and visit prospective sites
* Research catering and get bids: Check if venue has a preferred catering list or in-house caterer
* Research A/V needs: Check if venue has a preferred vendor list or on-house A/V
* Research area logistics, i.e. parking fees and local transportation
* Select a venue and secure contract
* Select a caterer
* Plan out event budget to determine admission cost
* Research potential speakers and contact your Regional Clubs liaison regarding speaker availability

**One to Two Months in Advance:**

* Establish one contact person for questions and RSVPs; should be on all invitations
* Set up online event registration using the web events module
* Give your Regional Clubs liaison event details for *Penn Gazette* listing
* Send out email invitation and track RSVPs
* Share event information with local All-Ivy community, if appropriate
* Request blank nametags and other event supplies, if appropriate, from Regional Clubs liaison
* Begin to recruit volunteers to help at the event
* Monitor and update club event website as needed

**Two to Four Weeks in Advance:**

* Finalize catering menus
* Order and confirm all A/V equipment and finalize room set-up with facility
* Confirm speaker’s travel/accommodations
* Create a speaker briefing, if needed
* Send out reminder emails to boost attendance
* If attendance is low, make phone calls to personally invite alumni
* Check registrations and adjust estimate with caterer, if needed

**Day of Event:**

* Arrive early (30-60 minutes before the start of the event)
* Set up registration area and nametags, place signage and Penn materials
* Learn location of restrooms and handicapped entrance
* Check in with event speaker/Regional Clubs liaison
* Take photos throughout the event and send to your Regional Clubs liaison to use for future Penn publications or to post on your club’s website and social media

**Post-Event:**

* Wrap up your budget: Deposit all checks, make final payments to vendors, file for reimbursement (if applicable) and clean up registration list with no-shows, cancellations, and final attendee number
* Be sure to send your Regional Clubs liaison the final attendance list or, if online registration was taken, the names of any persons who registered on-site
* Post information about the event (with photos) on social media
* Complete a feedback form/survey about the speaker
* We encourage clubs to send a thank-you note or email after the event to the guest speaker. It is also a nice gesture, although not necessary, to give the speaker a small thank-you gift.