



- What is the objective of the event? Is it social, networking, family friendly, volunteering in the community or a combination?
  - Target Audience
    - Who is your target audience? Who do you want to attend this event? Who has attended similar past events?
    - Will this event attract new participants
  - Past events
    - What events were successful in the past? What do you think made them successful?
- Selecting a date
  - Consider the following when choosing your date
    - Conflicts with other events in your area or holidays
    - Location availability
      - Are you flexible on the location or is it important to the success of the event?
    - Time of the event
      - In a big city, does the start time leave enough time for alums to arrive after work?
    - Lead time
      - Is there enough time to successfully promote your event?
- Selecting a location
  - Consider the following when choosing your location
    - Centrally located venues are ideal
      - Survey your alumni to find out which area of town works best for them
      - Will the venue be hard to get to at that time of day?
    - Unique locations will draw people to your event
      - Alumni will attend an event if it's at a venue that they don't usually have access to.
    - All costs involved
      - Rental fees, catering, equipment rentals, parking fees, etc
      - Does hosting the event there justify the cost you will need to charge to cover the expenses?
    - Set up of the facility
      - Is the room large enough to accommodate your expected number of attendees?
      - Is the room too large? Events that are held in venues that are too large tend to seem emptier than they are.
      - If it's outside, is there an alternative rain plan?
    - Parking
      - Is it easy and accessible?



## Communicating the Event

### Promoting the event – how to get them there

- Promotion is essential to the success of an event – if they don't know, they won't come!
- Ways of promoting your event
  - Website
    - Update your website with any new, upcoming events. Make sure to include all pertinent information – date, location, time, cost, if applicable.
    - Don't just include the basics – make the event sound fun!
    - Update your website with write ups and photos from past events – this showcases your successes and speaks to those alums who have not attended events in the past.
  - Emails
    - The Texas Exes will email event notices for chapters on a weekly basis.
    - If you are trying to promote a large event, send that event out in a stand alone email, rather than part of an email newsletter.
    - Emails can be segmented by demographic information. We can send emails out based on graduation year, for example. This allows you to customize your message.
    - It's always a good idea to send a reminder email a day or two days before the event.
  - Paper mailings
    - Invitations for events should be in mailboxes 6 to 8 weeks prior to the event
    - Send all paper mailing requests to the Texas Exes 10 days prior to your target mail date – this will ensure they hit mailboxes in plenty of time.
    - Standard mailings are either a postcard or a tri-folded letter size self mailer. We can help design the mailing to suit the event.
  - Local papers or magazines
    - Advertise your event in the local media. Lots of local newspapers and magazines have calendar listings of local events. Generally those listings are free or carry a nominal fee.
    - If it's a larger event, consider purchasing an ad in the local paper or magazine. This will help attract alumni that are new to the group.

**To make your communications most effective make sure to include the following:**

- Name of event
- Description of event
- Time of event
- Location of event
- RSVP deadline
- Cost per person
- Event details – dinner, cash bar, ect
- Parking information
- Information on attire
- Contact information for questions
- Information on speaker, if applicable





## Event Planning Checklist and Budget

### Checklist

#### *Location*

- Parking is available and convenient
- Location is central
- Venue is suitable for event

#### *Facilities*

- Name and contact of representative responsible for your event
- Know location of lighting, heating/air conditioning, music controls
- Size of room is adequate
- Registration/Welcome Tables
- Room set up time – how early will you have access to the room vs anticipated set up time
- A/V equipment, if needed, is available

#### *Materials*

- Sign in sheet
- Nametags and pens
- Any chapter handouts

#### *Bar Arrangements*

- Cash bar or drinks included
- Confirm other drinks will be available
- Open and close time of bar

#### *Food Arrangements*

- Determine menu and food set up – sit down dinner vs buffet vs hors d'oeuvres
- If short on time, ask that first course is preset
- Confirm deadline for submitting guarantee
- Confirm billing arrangements
- Plan for gratuities

#### *Speakers*

- Where and by whom will speaker be met
- Decide if a small gift for the speaker is appropriate
- Prepare program of event for speaker

#### *Hospitality*

- Assign someone to work the registration table as a greeter
- Have Board members work the room as greeters

## Budget

Expected Attendance: \_\_\_\_\_

Admission Price: \$ \_\_\_\_\_ Texas Exes Members \$ \_\_\_\_\_ Non members

### Projected Expenses:

Facilities/room rental charges \$ \_\_\_\_\_

Set up charges/fees \$ \_\_\_\_\_

Rental equipment (a/v, tents, tables, chairs, risers, etc) \$ \_\_\_\_\_

Food \$ \_\_\_\_\_

Beverages \$ \_\_\_\_\_

Bartender and server fees/gratuities \$ \_\_\_\_\_

Decorations \$ \_\_\_\_\_

Entertainment \$ \_\_\_\_\_

Miscellaneous (photos, speaker travel expenses, supplies, etc) \$ \_\_\_\_\_





## Post Event Report

### Event Evaluation

Event Name: \_\_\_\_\_

Date: \_\_\_\_\_ Number Attended: \_\_\_\_\_

### Location

Venue Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Contact Email Address: \_\_\_\_\_

Would you recommend this location in the future: \_\_\_\_\_

### Food & Beverage

Menu: \_\_\_\_\_

Cash bar or open bar: \_\_\_\_\_

### Event Evaluation

Venue: \_\_\_\_\_ Excellent \_\_\_\_\_ Good \_\_\_\_\_ Okay \_\_\_\_\_ Poor

Food/Beverage: \_\_\_\_\_ Excellent \_\_\_\_\_ Good \_\_\_\_\_ Okay \_\_\_\_\_ Poor

Program/Agenda: \_\_\_\_\_ Excellent \_\_\_\_\_ Good \_\_\_\_\_ Okay \_\_\_\_\_ Poor

Overall Event: \_\_\_\_\_ Excellent \_\_\_\_\_ Good \_\_\_\_\_ Okay \_\_\_\_\_ Poor

Suggestions for next year:

Submitted by: \_\_\_\_\_

## **Post Event Checklist**

### **Provide the following to pass on to future event coordinators:**

- Copy of invitation and all other marketing materials
- Copy of program
- Speaker/Entertainment with contact information
- Copy of menu
- Copy of committee list
- Photographer with contact information
- List of decorations used
- List of auction items
- Notes on what worked/what didn't work