Event Planning Process

Annual Chapter Planning

- Plan quarterly Chapter Board meetings to plan events for the next few months

- Work with the Chapter Board to develop a general calendar for the year – start the tradition of your chapter's annual event!

- Speak with vendors and venues far in advance of your event. This allows us to process transactions with them directly and expedites the payment process.

Event Request Form Timeline

Six weeks in advance for:

- Events with a ticketing component
- Events with a speaker
- Events with a vendor

Two weeks in advance for:

- All other events!

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Ticketed Events

- If it is possible for chapter members to order tickets individually through a venue-owned website, this option must be utilized

- Chapter leaders must ask the venue to submit a W-9 if group tickets are being purchased

- Alumni Association staff will work with you to purchase pre-ordered group tickets and determine the quantity

Event Request Form

Collects all of the details needed to promote and support the chapter event. This allows us to:

- Send official UGA evites to your chapter area

- Add the event to the chapter Web Page

- Promote the event on the Alumni Association online master calendar

- Send supplies to the chapter

- Attend the event (when appropriate)

Event Request Form Timeline

- Event Request Form submitted
- A draft of the evite will be sent to the event contact within 3 business days
- Evites can be sent once per week and twice before each event
- Supplies requested are shipped to the event contact within a week of the event

Event Planning Timeline

- **3 – 4 months before:** Meet with the chapter board to brainstorm ideas. If the event needs grant funding, submit a Grant Funding Request Form.

- **1 – 2 months before:** Contact venues and vendors and send contracts to the Alumni Association. Start promotion on social media.

- **2 – 6 weeks before:** Ensure the Event Request Form or Grant Funding Request Form has been submitted. Advertise through social media, listservs and word of mouth.

- **At the event:** Host chapter members and encourage new attendees to update their information. Take pictures for the chapter Web Page and social media!

- **After the event:** Add interested attendees to the listserv and send a follow-up email. Share photos on social media and with Alumni Association staff.