

# Event Planning 101

*Event planning made easy!*

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*Alumni Association*



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**Take five minutes to write down three questions you have about event planning or three things you want to gain from this session.**



# The Process



# The Big Five

## **What?**

What events should my chapter have this year?

## **When?**

When should these events happen?

## **Where?**

Where should these events happen?

## **Why?**

What are the goals for this event?

## **How?**

How do I make these events happen?



# What

What events should my chapter have this year?

- **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 so your chapter has a road map
- **Important factors to consider:**
  - event categories
  - audience
  - feasibility
  - community engagement



# What

What events should my chapter have this year?

- **Event categories:** planning events around the seven established categories helps guide your chapter to plan events that are diverse, inclusive, and fun!
- **Remember:** Arch chapters must host at least six events per year in at least four of the seven event categories.
- **Event categories:**
  - Alumni Connect
  - Academic Interest
  - Professional Development and Networking
  - Student Focused
  - Service
  - Donorship
  - Affinity



# What

What events should my chapter have this year?

- **Audience** – It is important that chapter leaders plan events that engage a broad spectrum of alumni. Think about events that will appeal to people:
  - of a diverse age range
  - from a variety of backgrounds
  - with varying physical abilities
  - from any socioeconomic status
- **Feasibility** – having realistic expectations for an event is critical in the planning stage.
- **Community Engagement** – It is always a good idea to try and plan events around other appropriate events happening in your community.



# What

What events should my chapter have this year?

## **Ticketed Events Policy**

- 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





# When

When should my chapter have events?

**When it comes time to decide when events should take place**, there are several factors to consider.

- **When can people actually make it to events** – It is important to have events at a variety of times (weekends, weekdays, before work, after work, etc.)
- **Seasonal considerations** – If you are planning an outdoor event consider weather and driving conditions.
- **What other events may be happening in your area at the same time** – Is there something happening in your community that you can take advantage of, or that will prohibit people from attending events?
- **What is happening at UGA** – It is always good to consider what UGA is celebrating and how your chapter can participate.
- **When are annual and nationwide events taking place**



# When

When should my chapter have events?

**Annual and Nationwide Events** are a great way to easily plan several events throughout the year that will count toward required events for Arch chapters.

## **Annual Events:**

- **Game Watching Parties** - Chapters gather to watch any or all of the UGA football games.
- **Freshman Send-Offs** – Chapters help to host first-year UGA students in celebration of the beginning of their time at UGA

## **Nationwide Events:**

- **Welcome to the City** – Nationwide Bulldogs After Business Hours event to welcome young alumni to their city
- **Dawg Day of Service** – Each chapter chooses a service opportunity in their area



# Where

Where should my chapter have events?

**When considering where to host event keep a few tips in mind.**

- **Is there a Bulldog owned business in your area** – Do you or any other chapter leaders know of a UGA alumni owned bar, restaurant, or venue that could work for the event your planning? It is always fun to support fellow Dawgs!
- **Does the venue cost money** – In some cases, paying for an event space is inevitable, when this is the case inquire as to whether the venue will direct bill the Alumni Association so you don't have to spend the money up front – this is always preferable.
- **Should the venue be free** – In other cases, such as game watching parties and BABH, you should always find businesses that will not charge you to use the space or require a minimum purchase.



# Why

What are the goals for this event?

**As your leadership team plans events, remember to let the follow questions guide your process.**

- Who are you trying to attract?
- What is purpose of your event? i.e. fun, networking, volunteerism, etc
- Will this event uphold the mission of UGA



# How

How do I make my events happen?

**Once you have chosen an event, a date, a time, and a venue the rest is easy!**

- 1. Submit an event request form** – This will allow your staff contact to support your event
- 2. Start promoting the event** – Promote events on social media, through your chapter listserv, and by word of mouth
- 3. Show up, connect with new faces, take pictures and have fun!**



# Event Request Form: What?

## What is an event request form?

The event request form is a simple online form that prompts you to enter the details of your event and allows UGA Alumni Association staff to support your event.

Filling out the event request form allows your staff contact 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)
- Provide further support



# Event Request Form: When?

When do I fill out an event request form?

Twelve week in advance for:

- Events with a faculty speaker

Six weeks in advance for:

- Events with a ticketing component
- Events requiring direct payments from UGA to vendor

Two weeks in advance for:

- All other events!

Remember: The earlier you submit an event request form the better, especially if the event involves contracts or vendors.

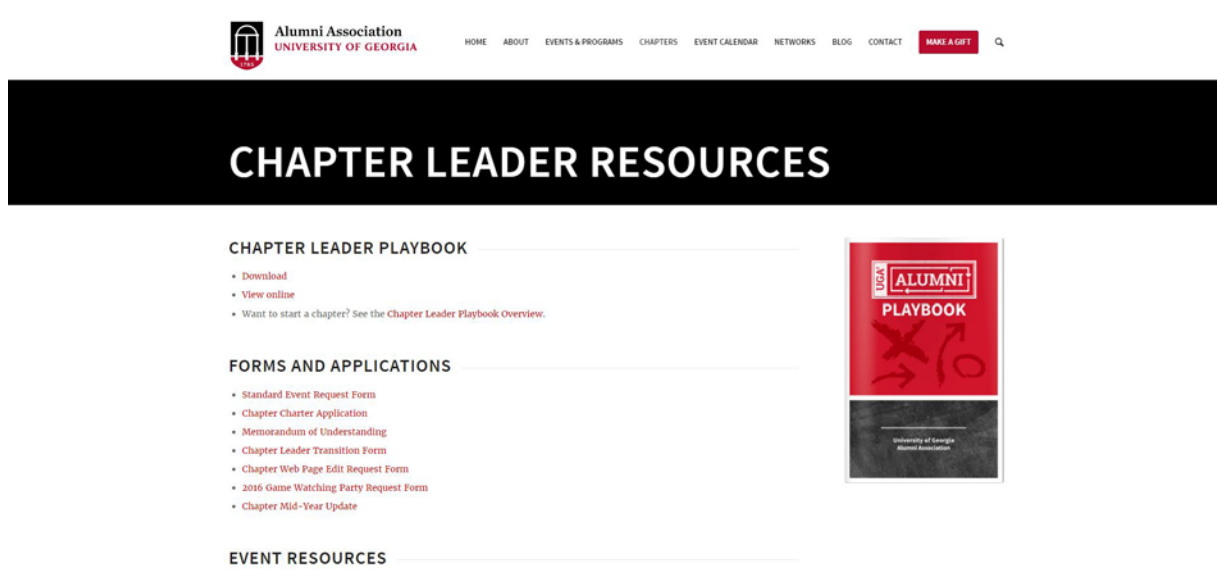


# Event Request Form: Where?

Where can I find the event request form?

The event request form can be found by doing the following:

Go to [www.alumni.uga.edu](http://www.alumni.uga.edu) → chapters tab → chapter leader resources → forms and applications → standard event request form



The screenshot shows the Alumni Association website for the University of Georgia. The navigation bar includes links for HOME, ABOUT, EVENTS & PROGRAMS, CHAPTERS, EVENT CALENDAR, NETWORKS, BLOG, CONTACT, and a MAKE A GIFT button. The main content area is titled 'CHAPTER LEADER RESOURCES' and is divided into three sections: 'CHAPTER LEADER PLAYBOOK', 'FORMS AND APPLICATIONS', and 'EVENT RESOURCES'. The 'FORMS AND APPLICATIONS' section lists several documents, including the 'Standard Event Request Form'. A red 'ALUMNI PLAYBOOK' cover is also visible on the right side of the page.

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HOME ABOUT EVENTS & PROGRAMS CHAPTERS EVENT CALENDAR NETWORKS BLOG CONTACT MAKE A GIFT

## CHAPTER LEADER RESOURCES


### CHAPTER LEADER PLAYBOOK

- [Download](#)
- [View online](#)
- Want to start a chapter? See the [Chapter Leader Playbook Overview](#).

### FORMS AND APPLICATIONS

- [Standard Event Request Form](#)
- [Chapter Charter Application](#)
- [Memorandum of Understanding](#)
- [Chapter Leader Transition Form](#)
- [Chapter Web Page Edit Request Form](#)
- [2016 Game Watching Party Request Form](#)
- [Chapter Mid-Year Update](#)

### EVENT RESOURCES



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# Event Request Form: Why?

Why is it important to fill out an event request?

The event request form is an important tool that should be utilized as much as possible **even if your event does not need an evite or supplies.**

The University of Georgia is proud of all of the work UGA Alumni Chapters is doing! We want to know what events you're hosting so we can do more to showcase how amazing you all are.



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# Event Request Form: How?

How do I fill out an event request?

## 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

## [Example Event Request Form](#)



# 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.
- **6 weeks – 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.



# Evites

**Evites are electronic invitations** that are sent to UGA alumni who have indicated they live in the area.

- Evites can go out on weekdays only
- Evites can go out twice before any given event if there is enough time
- If you choose to have two evites sent out, the second evite can go out no earlier than seven days after the original evite
- The dates you select for evites to go out are subject to change
- Chapter leaders always approve evites before they are sent out

[Sample evite without registration](#)

[Sample evite with UGA Alumni Association registration page](#)

[Sample evite with non UGA registration page](#)



# Registrations: to have or not to have

## **When to have registrations**

- The event has a capacity
- The event requires payment by attendee
- The event requires demographic or personal information (i.e. shirt size, food allergies, etc.)
- You need an exact number of attendees before hand
- You need to follow up with attendees with additional details

## **When not to have registrations**

- The event is casual gathering and dropping in is ok
- The event does not require any form of payment by any party
- The event does not have a capacity or minimum number of attendees



# Chapter Funding

**All chapters receive annual chapter funding** at the beginning of the fiscal year (July 1).

Chapters will be able to seek additional funding in two ways: supplemental annual chapter funding and grant funding.

Supplemental annual chapter funding is designed to extend the reach of original chapter funding.

Grant funding is designed to supply the financial support for larger events.

**Questions about chapter funding, supplemental annual chapter funding, and grant funding?**

# Event Categories

- Alumni Connect
- Academic Interest
- Professional Development and Networking
- Student Focused
- Service
- Donorship
- Affinity

**What questions or examples do you have to share about event categories?**





# *Questions?*

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