

EVENT PLANNING CHECKLIST

Alumni Club of: _____

Event Date: _____

Club Contact: _____

Title of Event: _____

Speaker(s)/Special Guest(s): _____

Location: _____

Directions, if necessary: _____

3-6 MONTHS BEFORE EVENT

Venue/Meeting Services

Select venue (preference for alumni businesses or special alumni access)

Review, sign, and return contract

Estimate attendance: _____

Date to cancel event without penalty: _____

Deposit amount and date due (if required): _____

Date to provide final attendance figure: _____

Arrange set up and spaces for:

Registration area table

Seating style (theater, classroom, rounds, etc.)

Alumni association information material

Accessibility for disabled persons

Equipment and AV

Obtain price list or recommended vendor from event sales coordinator

Contact speaker to determine AV and other equipment needs; place order
(example, podium, microphones, internet access, and so on)

Arrange photography (professional or volunteer)

Catering

Menu selection

Special dietary needs

Bar/beverages (complimentary or cash bar)

Rentals (if applicable)

Entertainment

Musicians/other

Equipment

Payment/contract

Other special requests:

Program-Invitation-Promotion

- Draft program agenda**
 - Event schedule timing, room locations, etc.
 - Emcee and podium transitions
 - Speaker/room hosts
- Speaker/s confirmation letter.**
 - Time date location
 - Request bio summary or CV. Photo, title of presentation.
 - Confirm AV requirements\
 - Special requests (e.g., Airport transportation, VIP parking, food preference etc.)
- Invitations and promotional brochure**
 - Compile invitation lists, target audience; Communicate to Alumni Relations.
 - Identify VIP guests (MSU president, etc.) and send letter invitation.
 - Develop Save-the-Date notice (options e-mail, print)
 - Develop first draft/s of brochure/postcard/invitation. Distribute for approvals.
 - Include RSVP instructions (date, name and phone/email of event contact, web access if registration is online, etc.) and club mailings, permission to include on networking list to be distributed at event)
- Calendars of Events (SAVE THE DATE)**
 - Regional Club Website
 - MSUAA Website LINK
 - Constituent Group Website
 - Local media (broadcast, newspapers, business journals, civic, chambers, etc.)

Sponsorships

- Potential sponsors
- Determine sponsorship levels and benefits of sponsorship
- Assign members to solicit sponsors.
- Advertising alternatives
- In kind donations
- Auction donations

2-3 MONTHS BEFORE EVENT

Venue/Meeting Services

- Finalize menu and other catering decisions
- Request event set up sheet from facility sales office

Program-Invitation-Promotion

- Status of event agenda
- Schedule for electronic Save the Date add any new details
- Set Event registration fee, if any:
- Request on-line registration via Broad School alumni Office
 - WebCredit for credit card payments (secure, 3rd party authorization)
 - Registration only (pre-registration; no charge for attendees)
 - Registration/ RSVP information required from invitee (Name, Degree & Year, Guest's name, Email address for event updates)
- Finalize brochure/postcard/invitation material and set mail date, details.
- Arrange for printing of invitations.
- Contact MSUAA if assistance printing and mailing is desired.

Sponsorships

- Finalize event sponsors; include with promotional materials
- Request on-line Web Credit store through Alumni Relations – OR –
- Payment information (to whom checks are payable, credit cards accepted)

6-8 WEEKS BEFORE EVENT

Venue/Meeting Services

- Ask for revised Event Order and check carefully; sign and return
- Confirm event name/spelling etc. for venue marquee
- Order signage (registration, directional, etc)

Program-Invitation-Promotion

- Print and mail brochure/postcard/invitation
- Announce on-line registration site/URL via e-mail to invitees
- Update all event and registration information at all calendar of events sites
- Set up excel spreadsheet or other program to collect RSVP guest names
- Download name badge template- secure name badges.

3-5 WEEKS BEFORE EVENT

Program-Invitation-Promotion

- Monitor RSVPs/attendance with regular reports
- Begin 10-14 day interval of email reminders to invitees.
- Confirm volunteer assignments for program details.
- Assign hosts for speaker/s and VIP guests
- Forward speaker and VIP bios or CVs to introducer or host
- Request gifts from Alumni Association or purchase for speakers or VIPs
- Pick up signage or create own
- Order MSU Alumni ribbons for name badges

- Event press release via MSUAA/Alumni Relations/University Relations
- Send press release to local media and others.

WEEK OF/DAY OF THE EVENT

- Finalize attendance information.
- Run and distribute final report.
 - Speakers, VIPs and committee members should all have attendee list
 - Send copy to MSUAA
- Provide notebook or folder for:
 - Speaker
 - Emcee
 - Hosts
- Seating chart if reserved seating; submit to facility
 - Mark table assignment on name badge
 - RESERVED table for speakers, special guests/VIPs if no head table
- Contact hotel/caterer with final numbers
- Create final attendance roster for registration table
- Print name badges
- Confirm final program details/agenda with speakers/emcees
- Be prepared to host any news people who may attend
- Arrange for delivery of meeting materials and supplies to be delivered to event site.
- Assign set up assignments to committee members
- Develop event evaluation survey.

EVENT FOLLOW-UP

- Send thank-you notes to featured speakers
- Process address changes collected at event
- Create final attendance list with updated contact information for file
- Send photos to MSUAA (include summary of event and names and graduation years of all pictured)
- Send Event Report to Alumni Magazine (see template) [LINK](#)