



# EVENT PLANNING CHECKLIST

Want to plan an Emory alumni event? Here's a checklist to get you started, and – of course – contact your association liaison any time!

## ALWAYS:

- Stay in communication with fellow volunteers and your association liaison

## BEFORE THE EVENT:

- Brainstorm event ideas
- Check dates
  - Other Emory events
  - National or religious holidays
  - Local festivals, school breaks, etc.
  - Planning deadlines based on marketing calendar
- Determine budget (with chapter / affinity group president and association liaison)
- Research details
  - Tickets
  - Food and beverage
  - Parking / public transportation
  - ADA Accessibility
  - Other considerations
  - Work with association liaison to finalize arrangements
- Provide information for registration page 4-6 weeks in advance using the form at [engage.emory.edu/RVEEventRequest](https://engage.emory.edu/RVEEventRequest):
  - Event Type
  - Event Date / Time
  - Event Location, Directions, and Parking Information
  - Event Description
  - Registration Fee
  - Maximum Number of Attendees
  - Payment Information
  - Any additional information that could be helpful to registrants: Parking, public transportation, ticket pickup, etc.



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- Assist with marketing
  - Inform your chapter's communications chair or volunteers regarding all event details in advance
  - Social media promotion
  - Personal outreach

## AT THE EVENT:

- Arrive at least 30 minutes early
  - Check in with venue
  - Set up registration materials and other collateral
- Greet guests, and encourage everyone to sign in
- Take photos, or recruit another volunteer to take photos
  - Consider sharing a few photos on social media
  - Post to chapter Facebook group
  - Use chapter and appropriate core message hashtags
  - Tag Emory Alumnus on Facebook, and @emoryalumni on Instagram and Twitter
- Be an Emory ambassador!

## AFTER THE EVENT:

- Submit event debrief through the form at [engage.emory.edu/RVEEventFollowup](https://engage.emory.edu/RVEEventFollowup)
  - Event evaluation
  - Sign-in sheet
  - Photos
  - Documentation for pre-approved reimbursements