

General Event Planning Timeline

12 Weeks Out

- Conceptualize the event. Determine the scope, purpose and name of the event/program (who, what, where, when, why)
- Identify potential dates and locations for event
- Determine target audience (young alumni, families, non-alums, etc.)
- Identify potential risk management issues
- Determine meeting/planning schedule
- Develop the event budget
- Determine number of members and volunteers needed to plan and work event
- Start logistical and supply considerations
- Identify potential partners for event (other alumni groups or community organizations)
- Contact your WAA chapter representative with ideas and details

10 Weeks Out

- Finalize date, time, location (and speaker/entertainment, if applicable)
- Add event to WAA calendar
- Think about event format/flow
- Start designing print materials

8 Weeks Out

- Order signs
- Send materials to printer or WAA
- Order WAA materials needed for event (name tags, table tents, pennants, etc.).

5 Weeks Out

- Confirm menus, room set-ups and supplies.
- Send invitations (mail, e-mail, Web, phone)
- Recruit volunteers
- Publicize event (press release, community calendars, etc.)

3 Weeks Out

- Establish method to measure attendance/participation and capture contact information
- Meet with volunteers, if needed

1 Week Out

- Send final e-mail reminder
- Confirm numbers with venue or catering staff

Day Of

- Arrive on-site one hour prior to event
- Check in with facility personnel
- Direct volunteers
- Oversee set-up, decorations, etc.

Post-Event Wrap-Up

- Recognition of everyone's help before, during and after the event (thank you's to participants as well, if warranted)
- Evaluate what worked, what didn't and what lessons were learned for next event
- Provide attendee list to WAA so involvement can be tracked and utilized for future outreach

General Event Checklist

Event: _____
Date: _____ Time: _____
Budget: _____ Estimated Attendance: _____
Cost to Attend: _____ (underwrite, break even, make profit)

Invitation

Who coordinates? _____

- Secure List
- Invitation Format
- Printed E-mail Web Phone Call
- Registration Procedures
- Online Phone No RSVP Confirmation Tickets
- Confirm Invite Information
- Time, Date, Parking, Attire, Special Instructions
(e.g., no children under 5, bring lawn chair, bring food donation, etc.)
- Send Date
- Follow-ups

Location Considerations

Who coordinates? _____

- Site
- Reservation Required
- Parking/Transportation Access
- Accommodations for Disabilities
- Catering (allow outside food)
- Room Set-up (Indoor)
 - Crowd Flow Considerations
 - Registration table
 - Tables
 - Chairs
 - Podium
 - Signage
 - Sound
 - Video Equipment
 - Computer Equipment
 - Clean-up
- Outdoor Events
 - Permit Required
 - Bad Weather Backup plan
 - Signage
 - Tent Needed
 - Access to Electricity
 - Location of Rest Rooms
 - Access to Water
 - Tables
 - Seating

- Clean-up
- On-Site Staffing
 - Set-up & decorating
 - Registration/Ticket Takers
 - Greeters/Minglers
 - Address/E-mail Updates
 - MC
 - Photographer
 - Merchandise Seller
 - Clean-up

Printed Materials

Who coordinates? _____

- Invitations
- Posters
- Brochures/fliers
- Programs
- Evaluations

Publicity

Who writes and distributes? _____

- News Release (use WAA template)

Send to (list newspapers, neighborhood papers,
and interested community groups)

Food

Who coordinates? _____

- Budget
- Number of people
- Menu
- Set-up (buffet, sit-down)

Program/Entertainment

Who coordinates? _____

- Type
- Cost
- Contract
- Schedule
- Speaker Gift

Supplies

Who coordinates? _____

- WAA decorations
 - Table tents
 - Balloons
 - Flagging
 - Placemats
- Other decorations

Streamers

Flowers

Table skirts

Name tags

Table cloths

Registration list

Misc. supplies (tape, pens, scissors, and stapler)

Computer (to update directory information, etc.)