

# GENERAL EVENT PLANNING TIMELINE

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## 10 WEEKS BEFORE THE EVENT

- Determine the scope, purpose, and name of the event/program (who, what, where, when, why, what time).
- Identify potential dates and locations.
- Determine the target audience.
- Identify potential risk-management issues.
- Develop a budget.
- Determine the number of volunteers needed to plan and work at the event.
- Determine the method(s) to measure participation and success.
- Determine the registration process: online, day of event, and registration fees.
- Identify potential partners (e.g., other alumni groups, community organizations, local alumni-owned businesses).
- Contact your WAA representative with ideas and details.

## 8 WEEKS BEFORE THE EVENT

- Confirm the date, time, location, and speaker/entertainment (if applicable).
- Confirm the food and beverage options (e.g., meal choices, buffet, open or cash bar, dietary accommodations).
- Determine target invitee list (e.g., local alumni, young alumni).
- Add the event to WAA's event calendar.
- Submit a request to WAA for email and registration (if applicable).
- Determine the supplies needed.
- Post the event on the chapter's website and promote it on the chapter's social media outlets.
- Order event supplies from WAA (if applicable).

## **6 WEEKS BEFORE THE EVENT**

- Determine the event format and flow.
- Confirm room set-ups and supplies.
- Review invitation proofs from WAA.
- WAA sends out print invitations to target audience.
- Recruit volunteers if needed.
- Publicize the event on social media and community calendars (if applicable).

## **4 WEEKS BEFORE THE EVENT**

- Initial email goes out

## **1.5-2 WEEKS BEFORE THE EVENT**

- Reminder email goes out

## **1 WEEK BEFORE THE EVENT**

- Meet with volunteers, if needed.
- Conduct follow-ups with volunteers and vendors (if needed).
- Confirm attendee numbers with the venue and caterer.

## **DAY OF THE EVENT**

- Arrive at the venue early to set up and conduct volunteer orientation (if needed).
- Check in with venue personnel.
- Direct volunteers as they arrive.
- Oversee set-up and decorations.
- Oversee registration and check-in.

## **POST-EVENT WRAP-UP**

- Recognize everyone's help before, during, and after the event: thank participants, volunteers, and any local partners.
- Evaluate what worked, what didn't, and what lessons were learned; file these to use for future events.
- Provide the attendee list to WAA (if needed).

# GENERAL EVENT CHECKLIST

## LOCATION

- Site
- Room set-up
- Clean-up

## OUTDOOR EVENTS

- Permit required
- Bad-weather backup plan
- Signage
- Tent
- Access to electricity
- Location of rest rooms
- Access to water
- Tables
- Seating
- Clean-up
- Onsite staffing
- Set-up and decorations
- Registration/ticket takers
- Greeters/minglers
- Address/email updates
- Emcee
- Photographer
- Merchandise seller

## PRINTED MATERIALS

- Invitations
- Posters
- Brochures/flyers
- Programs
- Evaluations
- Contracts
- Schedule
- Speaker gift

## SUPPLIES

- WAA-supplied decorations: table tents, balloons, flags, and/or placemats
- Other materials: streamers, flowers; table skirts; name tags; tablecloths; registration list; office supplies (tape, pens, scissors, stapler); computer (to register walk-ins)