**CHAPTER’S ROLE**

- Event details must be submitted nine weeks in advance of your event date.
- Contact your speaker about event logistics (travel, audiovisual needs, hotel, etc.).
- Request supplies online if needed.
- Gather biographical information for winners of Badger of the Year, Presidents’ Circle of Excellence, and/or Lifetime Achievement Award winner(s), if you will be presenting one of these awards at your event.
- Participate in Founders’ Day training sessions as announced.
- Merge national goals with local goals.
- Determine the chapter’s financial resources.
- Talk to WAA about payments to venues and caterers before the event.
- Seek sponsorships.
- Be responsive to strategies suggested by WAA and deadlines required by WAA.
- Chapters cover costs for the venue, meals/catering, audiovisual equipment, and meals for the speaker.

**WAA’S ROLE**

- Identify and secure speakers.
- Prepare and orient the speakers.
- Create, drive, and implement the marketing and communication.
- Produce and provide print materials, emails, the main website and local chapter websites, social media strategy, roster access, customer service, collateral supplies, thank-you/follow-up communication, and post-event survey.
- Direct the marketing timeline:
  - Invitations will be mailed five to six weeks before your event.
  - Email invitations will be sent four weeks before your event.
  - Email reminders will be sent one and a half to two weeks before your event.
- Provide registration services.
- Coordinate the campus-relations strategy and tactics.
- Create a program shell, which will be posted on the WAA Chapter Leader page in January.

- Provide a speakers’ booklet.
- Coordinate the speakers’ unified message, which will be disseminated through a slideshow provided by WAA.
- Send event-in-a-box supplies to chapters. The kit may include registration pads, name tags, program brochures, stickers, window clings, table tents, balloons, poms, and/or pennants.
- Confirm with speakers and chapters once the date is confirmed.
- Cover costs for marketing (email, web, invitations, and supplies), speakers’ expenses, and staff time.
- Send a thank-you email with a link to a feedback survey to event attendees.
Confirm details and arrangements for the event.

Send volunteer confirmations regarding tasks, responsibilities, shifts, times, appropriate dress, expectations, and the like.

Send a reminder to chapter leaders, and include event expectations for the board members.

One week BEFORE the event

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- Send volunteer confirmations regarding tasks, responsibilities, shifts, times, appropriate dress, expectations, and the like.
- Send a reminder to chapter leaders, and include event expectations for the board members.

DAY OF the event

- Arrive at the venue early to set up.
- Set up the event.
- Set up the registration/check-in area for volunteers and event attendees.
- Confront any necessary volunteer orientation.
- Greet attendees as they arrive.
- Network and facilitate conversations.

AT the event

- Conduct any necessary volunteer orientation.
- Recognize the time and effort put in by the volunteers.
- Thank everyone for attending the event.
- Pay special tribute to the speaker.
- Have fun!

EVENT TIPS

- Offer no more than three menu choices: include a vegetarian option and anticipate dietary needs.
- Provide a cash bar.
- Set pricing based on your local market and consider including reduced pricing for recent graduates (grad years within a five year period).
- Provide an accessible venue.
- Anticipate parking needs and mobility accommodations.
- Plan décor and room arrangements.
- Plan the timing of the pre-dinner reception, dinner, speaker, program, and award presentations, if any.

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