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**Event Planning Checklist**

**for**

**Alumni Regional Network Leaders**

# **As a reminder:**

The AE staff liaison is *always* available for questions.

AE will manage registration, invites, AE social media event promotion, confirmations, post-event emails/surveys, food/drink arrangements, sending you UB giveaway/event items, paying the event expenses and tracking attendance.

# **Two or more months prior to the event:**

* Brainstorm/think about your event’s goals, date/time, location, and capacity.
* Review on the Regional Network Leader (RNL) resource page what is expected of RNLs for an event and what the Alumni Engagement Office (AE) can do to support.
* Complete the Network Event Request Form. This form needs to be submitted at least four-six (4-6) weeks prior to the event. The Office of AE will review your submission and contact you to discuss further and answer any questions.

# **Two Months prior:**

* Answer any questions/clarification needs from the Alumni office to finalize the main details of the event. Main details include:
  + Event purpose/goal(s)
  + Type of event (is it networking, social, happy hour, watch party, community service, other?)
  + Location
  + Will the gathering provide an opportunity for alumni to talk with one another?
  + Date of event
  + Time
  + Min/Max number of alumni for event

# **One month prior:**

* Create a buzz! Personally, promote the event via your social media platforms and personal connections. OPTIONAL TIP: If you are willing to email or make phone calls to personally promote the event, contact your AE staff liaison. They will provide you a list. This is a great way to connect with your area alumni network, boost attendance and learn what UB programs and events interest them.
* Connect with the AE staff liaison and find out how many/who are attending and anything else you need to know. AE will send you a package of supplies for the event.
* Exchange cell phone information with the AE staff liaison if you need to communicate during the event.

# **Day of event:**

* Attend and host the event or find a fellow regional leader or willing alumnus to do so and let the AE staff liaison know. A typical “day of event” checklist:
  + Bring the event/SWAG box and arrive 30 minutes prior to the event start time
  + Identify yourself to the contact person at the establishment (this person will be identified in advance either by you or the AE staff liaison)
  + On a table, lay out the banner on a roll (as a table runner, or hang up), the free UB items, sign in sheet and name tags
  + hang up or display small welcome signs, banner on a roll
  + Say hello/greet the alumni as they arrive
  + Take a couple photos (at least one group photo) or arrange for staff at the establishment to take a group photo or two. TIP: it’s always fun for everyone to show their spirited “UB horns” in the photo. UB Horns Up is placing your index finger and your pinky up with all other fingers down, with your palm facing away from you (see diagram)

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# **Post Event:**

* The AE staff liaison will reach out for a list of attendees and your event feedback.
* If you have any photos, please share those with AE too.
* AE will send an event survey to all attendees. Feel free to compete this survey too.
* Post photos to the social media pages or request the AE staff liaison to post.
* Celebrate your accomplishment!

# **Important numbers and notes here:**

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