

Event Planning Guide

Timeline

- Plan event details at least **10+ weeks** before the potential event date.
- The Alumni Association (TAA) will begin email promotions **4-6 weeks** prior to the event.

Key Questions for Vendors/Venues

- **Availability:** Dates and times
- **Cost:** Catering, parking, rentals
- **Venue Information:** Capacity, accessibility, contract requirements
- **Unique Experiences:** Any special offerings (e.g., behind-the-scenes tours)
- **Logistics:** Catering, parking, ticketing (if needed), cancellation policies

TAA will determine the level of university support and handle procurement and contract negotiations.

Event Communications

- **Promotions:** Share event photos with your staff liaison for social media.
- **Outreach:** Contact your CWRU network via phone and email.
- **Informal Events:**
 - o Must be discussed with the staff liaison before posting.
 - o If not funded or promoted by CWRU, approval is unnecessary, but attendance should be recorded.
 - o Events solely organized by Chapters/Affinity Groups (without university sponsorship) should be posted only by group leaders, not TAA staff.
- **TAA Responsibilities:**
 - o Create confirmation, reminder, and post-event emails/surveys.
 - o Provide event talking points if applicable.

During the Event

- **TAA Staff Present:**
 - o Provide materials (registration lists, name tags, giveaways).

- o If no staff is attending, materials will be sent in advance, and alumni volunteers will host the event.

- **Volunteer Leaders' Role:**

- o Arrive early to set up.
- o Secure reserved tickets (if applicable).
- o Serve as CWRU ambassadors:
 - Welcome attendees.
 - Check in alumni and guests, including walk-ins.
 - Maintain an attendance list (to be sent to TAA if staff is absent).
 - Take photos.

After the Event

- **Follow-up:**

- o Share photos with TAA and post on social media.
- o Send attendance lists to TAA (if no staff attended).
- o Forward any collected registration money or gifts to TAA for processing.

- **Materials Retention:**

- o Leadership may keep extra giveaways and blank name tags for future events.