

Chapter Event Planning Outline

To be returned to the Office of Alumni Relations.

Event:

I. Action Items

<u>Details</u>	<u>Target/Deadline</u>	<u>Confirmed</u>	<u>Date Completed</u>
Inform Liaison _____	_____	_____	_____
Confirm Site _____ (rain location, insurance...)	_____	_____	_____
Confirm Date _____ (avoid conflicts with institution or city functions)	_____	_____	_____
Confirm Speaker _____	_____	_____	_____
Request Mailing _____	_____	_____	_____
Develop Budget _____	_____	_____	_____

II. Budget

<u>Projected Costs</u>		<u>Projected Revenue</u>	
Site Rental fee _____	_____	Registration fees _____	_____
Group ticket advance purchase _____	_____	Group Ticket Sales _____	_____
A/V Fees _____	_____	Sponsorship Fees _____	_____
Catering (incl. applicable taxes) _____	_____	Gifts in Kind _____	_____
Alcohol _____	_____	_____	_____
Cash Bar/bartender _____	_____	_____	_____
Hosting University Guests _____	_____	Other _____	_____
Photographer _____	_____	Other _____	_____
Transportation _____	_____	_____	_____
Printing _____	_____	_____	_____
Chapter Mailing _____	_____	_____	_____
Decorations _____	_____	_____	_____
Door Prizes _____	_____	_____	_____
Entertainment _____	_____	_____	_____
Gift for Speaker _____	_____	_____	_____
Other _____	_____	_____	_____
Other _____	_____	_____	_____
Other _____	_____	_____	_____
Total _____	_____	Total _____	_____

Projected Attendance _____
 Break even Point _____
 Per Person Cost \$ _____

III. Committee Assignments

Task	Person
Main Contact for Alumni	_____
Logistics	_____
Promotions	_____
Transportation, parking, lodging	_____
Request materials, giveaways from liaison	_____
Program planning (i.e. emcee, agenda, speakers introduction)	_____
Seating arrangements (if applicable)	_____
Other _____	_____
Other _____	_____

IV. Promotions

Details	Target/Deadline	Confirmed by	Date Completed
Save the Date E-mail _____	_____	_____	_____
Phone Tree _____	_____	_____	_____
Mailing _____	_____	_____	_____
<i>Mailing draft sent to liaison for approval at least 48 hours prior to printing</i>	_____	_____	_____
E-mail Invitation _____	_____	_____	_____
<i>E-mail draft sent to liaison for approval at least 48 hours prior to sending</i>	_____	_____	_____
Co-Sponsorship (if applicable) _____	_____	_____	_____
Other _____	_____	_____	_____
Other _____	_____	_____	_____

V. Event Post Mortem

Evaluation Tools	Date Completed
Electronic survey sent to attendees	_____
Committee post event meeting	_____
Feedback from Carnegie Mellon staff in attendance	_____
Compile feedback from electronic survey	_____
Final budget summary	_____

VI. Thank Event Volunteers

VII. Mail Post-Event Report to Carnegie Mellon Alumni Association

Event Summary

Event Title:

Date:

Time:

Admission Fee:

RSVP deadline:

Location:

Specific Room:

Address:

Contact Person:

Phone #:

Fax#:

E-mail:

Caterer:

Contact Name:

Phone #:

Fax #:

E-mail:

Program Emcee:

Carnegie Mellon representatives attending:

Lead Event Coordinator:

Phone:

E-mail:

Other Important Contact:

Phone:

E-mail: