EVENT PLANNING 101

EXPERIENCE - First, determine the alumni audience you want to engage. What would they be interested in? Sports? Networking? Community Service? This will help you decide the type of event to host.

DATE - Select a date, usually 12 weeks out from the initial planning of the event. Choose a time of day while considering conflicts such as holidays, work, school, etc.

LOCATION - Find a location/venue that will meet your event needs. Consider using a facility that already offers what you may need for the event, such as food, entertainment, large space, adequate technology, etc.

EXPENSES - Be mindful of all costs associated with a prospective event. How many people are likely to attend? Is there a cost for the venue? Remember, affordable events attract more alumni.

REVIEW - Before confirming your event, review the details: date, time, venue, cost, etc. Contact the Alumni Association with any questions.

SUBMIT - After confirming your event details, submit an event request form and marketing request form via UWM Alumni Association website. The Association will then create the emails, invitations, and registration process on your behalf.

COMPLETE - One week before the event, confirm with venue and UWMAA for attendees and supplies. After the event, send the attendee check-in sheet to your Alumni Engagement Officer and complete the post-event form via the UWM Alumni website within two weeks following the event.

QUESTIONS?

Contact Alumni Engagement Officer Cynthia Fitzsimmons Krueger at fitzsimm@uwm.edu