

Event Timeline and Check List

Use this helpful event check list as you plan your upcoming Alumni Chapter event.

→ 3-4 Months Prior

- Meet with the chapter officers to brainstorm event ideas.
 - Consider how events will connect alumni to one another and to Southeastern. _____

→ 8 Weeks Prior

- Submit the Event Request Form to the Alumni Office and schedule a touch base with the Director of Alumni Programming if appropriate. _____
 - Begin to advertise the event through your chapter social media and by word of mouth. _____

→ 1-2 Months Prior

- Contact venues and vendors. _____
 - Decide on event specifics such as time, cost to attend, etc. Make a save-the-date post on chapter social media pages for chapter members. _____

→ At the Event

- Chapter officers should serve as hosts at events. _____
- Encourage new attendees to update their contact information on the Alumni Office website and sign up for your chapter's list. _____
- Take photos for social media posts. _____

→ After the Event

- Send a follow-up email to attendees who have been newly added to the list, thanking them for wanting to get involved. Send the list of attendees and their contact information to Alumni staff to have them added to the database. _____
- Thank chapter volunteers who helped with the event. Share photos from the event on social media and send to Alumni Office staff. _____