



Event Planning 101

The best events are those where good preparation is supported by clear communication. There are groups and campus events taking place daily, so it is important to provide our office with ample lead time on any type of event you wish to host. Proper planning allows for successful events, and our most successful groups create calendars of events for each year. We recommend that events be decided on at the beginning of the fiscal year in order to send postcard updates late summer on what is still to come the rest of the year/next calendar year.

Things to keep in mind-

Purpose: What are our goals for this event? Socializing, networking, academic interests, community engagement/service project, etc.?

Audience: Who will attend this event? What is the best way to engage this group? What strategies should the group employ for this target group which will maximize the event's success?

Timelines: When is the best time to host this event? How much time before the event do we need to have details confirmed? How much time does the Wittenberg Communication Team need to effectively promote the event?

Communication: What is the best way to get word out about this event? Should we host a registration page? Will there be a cost associated with attending?

Event Planning Advice-

Be realistic. You should not plan an event just to plan one. Fewer well-planned events are better than many haphazard ones.

Be consistent. Traveling from one place to another for game watches can confuse people. Do the proper work in the beginning and keep plan details as consistent as possible.

Be resilient. Not every event is going to have 100 people attend. That is okay! We consider any alumni engagement a success, and we value the demanding work you do.

Have vegetarian/vegan/gluten free meals available.

Provide nametags.

Check on parking availability and communicate plan to attendees.

Group Event Examples

Be

Day of Event:

- Arrive about an hour before the event starts to make sure everything is set up correctly
- Record accurate attendance
- Take pictures

Day After:

- Send list of attendees and pictures to (alumni@wittenberg.edu)
- Do a thank you post on group social media page.

Contact Information -

Office of Alumni Relations – alumni@wittenberg.edu

Alumni Communication Channel -

