



Planning Guidelines for On/Off Campus Events

Here is the general timeline to follow when beginning to plan an event on campus, items in red are additional items to consider for off campus events. Keep in mind that larger events will need more time.

Before setting a date

- Begin to plan themes and have a general idea of what event should look and feel like
- Make sure key guests can or will attend the event
- Send out request/ invitation to the key participants
- Determine the size of the event (i.e. number of guests to invite/attend)
- Determine budget for event

Once the date is set:

6-12 months before event

- Contact the WSU Alumni Association to review items and services provided
- Contact the Alumni Association to reserve campus venues (some examples below).
 - Student Union Apollo Room(s)
 - Nutter Center Berry Room
 - Nutter Center McLin Gym
- Work with WSUAA staff to notify catering services on campus of the upcoming event. (Note: In most cases, events on campus must use Wright State Catering Services. Work with WSUAA staff to establish a plan for your event.)
- Determine parking areas & cost to include in invitation information
- Schedule marketing services offered by the Alumni Association (Facebook, Twitter, LinkedIn, Event E-blast, AlumNews)
- Send a save the date card if needed
- Develop invitations if needed
- **Research venues for the event**
 - **Determine parking areas and cost**
 - **Choose venue and book site**
 - **Request contract to review, provide to WSUAA for signature**
- **Research area hotel/accommodations**
 - **Identify hotel and reserve block of rooms**
 - **Request contract to review and make final arrangements**
 - **Have guests call in and make their own reservations**
- **Begin to research local caterers**
 - **Contact caterers and request for sample menus and pricing**

- Ask when caterer needs final count for meals (set RSVP deadline 2 days before)
- Research area attractions and dining options
- Identify rental companies if needed (tables, chairs, tents, sound equipment, etc.)

3-6 months before event

- Determine special needs for the event (i.e. florist, photographer, etc.)
- Develop menu with the caterer
- Determine the final cost and what it includes (deposits, tax, gratuity, service charges)

2-3 months before event

- Work with Catering Service on Campus to set menu
- Ask when caterer needs final count for meals
- Determine RSVP date and send invitations at least 4 weeks before that date
- Finalize invitation and send to printers
- Send invitations to guests
- Develop agenda for the event
- Confirm any special guests/speakers
- Contact florist, photographer, etc. if needed
- Order any special items (giveaways, t-shirts) needed for event
- Reserve transportation with Transportation/Parking Services for event guests if needed

1-2 months before event

- Finalize agenda
- Finalize catering menu and get final menu pricing
- Determine event agenda & print

3-4 weeks before event

- Work with venue to determine final layout for the event
- Make sure if additional rooms or venues are needed, they are reserved and all special needs are addressed
- Recruit & Schedule volunteers for the event if needed (registration table, photos, etc.)
- Distribute the itinerary/agenda/tasks to volunteers and network/society committee
- Send event agenda/itinerary to guests
- Contact hotel and get final rooming list

2 weeks before event

- Give final count to caterer (usually 7-10 days before a large event)
- Recruit additional volunteers for the event if needed

- Follow up with hotel, caterer and other accommodations to check if any details have changed
- Prepare event collateral, handouts, etc.

1 week before event

- Develop final guest list
- Distribute to VIPS, WSUAA and volunteers
- Confirm rentals and give final numbers, make any additions or changes
- Make/order name badges if needed
- Contact caterer for last minute additions or changes
- Pick up event items requested from WSUAA Day of Event

Day of Event

- Arrive at venue 1-3 hours before event, depending on set-up needs such as catering and rentals
- Have event folders and cards at the registration table for Alumni to update their information
- Make last minute nametags if needed, be prepared for walk-ins
- Enjoy the

event! After the Event

- Evaluate attendance & event
- Make notes on improvements for next time
- Clean up, return any last minute items
- Write thank you notes
- Pay hotel, catering, rental bills etc.
- Add pictures to Social Media and WSUAA website
- Complete & send event evaluations