PEPPERDINE UNIVERSITY
ALUMNI ASSOCIATION

EVENT PLANNING CHECKLIST

(Please confirm event details at least 8 weeks prior to paid event, or 6 weeks prior to nonpaid event)

CHAPTER/REGION: _____

EVENT NAME: _____

8 WEEKS OUT (FOR PAID EVENT) OR 6 WEEKS OUT (FOR NONPAID EVENT):
☐ Assign specific board member as event contact
☐ Confirm location, date, and time
☐ Determine estimated attendance goal/capacity
☐ Calculate expenses and revenue of event
☐ Provide parking options
☐ Submit Event Proposal Form to staff member
☐ Arrange for payment with staff member after event approval
☐ Confirm speakers/special guests
☐ Secure sponsorship

4 – 6 WEEKS OUT:
☐ Check with staff member to make sure priorities and budget are on track
☐ Collect and share bios of speakers

MONTH OF EVENT:
☐ Review chapter supplies and giveaway items; request additional materials if needed
☐ Plan method for distributing tickets to guests (if applicable)
☐ Determine event agenda/program with remarks and speaking times
☐ Review event agenda with staff member, speakers, chapter leaders

WEEK OF EVENT:
☐ Determine seating arrangement for guests (if applicable)
☐ Verbally review talking points, upcoming events and benefit of the month with staff member
☐ Print registration check-in sheet and nametags

DAY OF EVENT (Arrive 30-45 minutes early to set up and walk through with venue manager or host):
☐ Alert venue staff to direct guests to event space
☐ Set up check-in table with list and nametags at entrance of venue
☐ Ensure Pepperdine signage and banners are visible through out area
☐ Arrange audio-visual equipment and sound check (if applicable)
☐ Set up any decorations or centerpieces
☐ Bring giveaway items for business card raffle
☐ Have digital camera for event photos

WEEK FOLLOWING EVENT (Complete post-event follow-up no later than 1 week after event):
☐ Scan, fax, or mail copies of business cards to update alumni records
☐ Send thank-you e-mails to attendees
☐ Send thank-you note to sponsor(s)
☐ Submit Post-Event Report to staff member
  ☐ Photos to post online
  ☐ Actual attendance list
  ☐ Receipts (If applicable for reimbursement and seed money)