



Tips for Planning Successful Events

For any event to be successful, planning is crucial. Any good event takes time to plan, so make sure you are starting your planning well in advance. Here are some basic steps to good event planning.

- Determine what type of event you will have and what purpose it will serve. Types of events may include, but are not limited to:
 - Brotherhood Retreats/Events
 - Associate Member Retreats
 - Recruitment Events
 - Parents Weekend
 - Alumni Weekend/Events
 - Philanthropy Events
- Form a committee to assist with the planning process
- Assign specific duties to committee members, these may include but are not limited to the following:
 - Venue contact
 - Vendor contact (catering, DJ, guest speaker, etc.)
 - Marketing/Public Relations
 - Transportation
 - Fundraising/Sponsorship
- Create a Budget, items may include but are not limited to the following:
 - Speaker or special guest fees/travel
 - Venue costs - room rental, tables, food, A/V, etc.
 - Decorations (if applicable)
 - Invitations, Marketing Materials, Nametags, Programs
 - Supplies
 - Transportation
- Select a theme if applicable
- Promote/Advertise your event to the intended audience/participants
- Host event
- Event Follow-Up
 - Thank you notes
 - Get feedback on the event - from the participants, planners, chapter members, etc.

Event Planning Resources

- [Social Event Planning Guide](#) Required to use if your event will have alcohol present
- [The Ability Experience Event Planning Guide](#) Required to use if your event is for The Ability Experience
- Brotherhood Building Ideas List of possible brotherhood activities you can plan for your chapter