**EVENT PLANNING TEMPLATE**

This document is meant to serve as a resource for alumni events, reunions, anniversaries, etc. This is a general task list/timeline so use it as a guide but also realize every item may not apply to your event.

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| **TASK** | **COMPLETE BY:** | **DONE** |
| Secure Date | 4 months before event |  |
| Secure VIP | 4 months before event |  |
| Contact [Coordinator of Alumni Engagement](mailto:mmcclure@pikapp.org) to Post Event on Website | 4 months before event |  |
| Contact [Assistant Director of Alumni Program Marketing](mailto:lthompson@pikapp.org) regarding Save the Date and Reminder emails | 4 months before event |  |
| Determine Invitation list | 4 months before event |  |
| Secure Hotel Block of Rooms | 4 months before event |  |
| Reserve Oversize Flag (12x20) from PKPHQ | 4 months before event |  |
| Secure A/V (if not provided by Venue) | 3.5 months before event |  |
| Finalize Budget | 3.5 months before event |  |
| Secure Venue | 3 months before event |  |
| Save the Date Email | 3 months before event |  |
| Save the Date Social Media Post on Chapter’s Social Media Page(s) | 3 months before event |  |
| Design Invitations | 3 months before event |  |
| Ensure Space & Capability to Hang Oversize Flag | 3 months before event |  |
| Food & Beverage (F&B) | 2.5 months before event |  |
| Determine VIP call list | 2 months before event |  |
| Online Registration opens | 2 months before event |  |
| Email Reminder #1 | 6 weeks before event |  |
| Program Draft and Speaker Asks Made | 6 weeks before event |  |
| VIP Travel Accommodations/Logistics (air, hotel, ground) | 6 weeks before event |  |
| Secure Speaker(s) Bios | 5 weeks before event |  |
| Secure Photographer | 4 weeks before event |  |
| Email Reminder #2 | 3 weeks before event |  |
| Program Finalized and Shared | 3 weeks before event |  |
| Connect Speakers & VIPs with Local Point Person | 2 weeks before event |  |
| Email Reminder #3 | 1 week from RSVP deadline |  |
| Confirm F&B Guarantees | 1 week (see contract) |  |
| Supplies to Host (speaking points, roster, nametags, pen, sign in sheet, welcome) | 1 week before event |  |
| Nametags & Programs printed | 1 week before event |  |
| Meet Onsite for Set Up and Final Logistics | 1 week before event |  |
| Send Picture and Short Write-up to [letusknow@pikapp.org](mailto:letusknow@pikapp.org) | 2 days after event |  |
| Send Final List of Attendees to [Coordinator of Alumni Engagement](mailto:mmcclure@pikapp.org) | 1-week after event |  |
| Send Back Extra Supplies Not Used (flag, nametags, etc) | 1-week after event |  |
| Follow up Email to Attendees | 1-week after event |  |
| Obtain Final Outstanding Invoices | 1-week after event |  |
| Thank You Card(s) to VIPs and Speakers | 1-week after event |  |
| Social Media reminders & promotion | Coordinate with email reminders |  |
| Calls & check-ins with marketing & logistics teams | Monthly |  |
| Pay Vendors | See contract requirements |  |
| Monitor Registration Numbers & Increase Efforts Accordingly | Weekly |  |
| Monitor Room Block Fill Rate | Weekly |  |