



Event Planning Checklist

Picking a Location:

- Where is the location? Is it centrally located for my alumni chapter members?
- What kind of food does the establishment serve? What kind of alcoholic beverages are served? Is there an available kids' menu?
- Does the venue charge a rental fee? What is included or not included in the fee?
- If it is an outdoor venue, do they provide an alternate indoor location due to inclement weather? Is there an extra charge if your group had to relocate indoors?
- Are restroom facilities available? Are they ADA compliant?
- What kind of seating is available? What seating arrangements are allowed?
- What kind of parking is available? Is overflow parking available off site?
- Where are electrical outlets located? Do you require a surge protector?

Serving Alcohol

If serving alcohol, be sure to comply with local laws about food and beverage handling. For events with an open bar, food must also be provided as well as a licensed individual present to check ID's.

Before event:

Marketing the Event

- Promote your event via your social media accounts, word of mouth and email lists.
- Create an event on Facebook. Facebook will automatically remind those interested before the event takes place.

Setting Up the Location

- Confirm food menu and service, (form of payment _____)
- Confirm microphone and/or audio speakers are available (if applicable)
- Confirm air conditioning/heating is set at a pleasant temperature
- Hang chapter flag
- Hang signs outside venue if business allows

Setting Up Check-In Table

- Bring or secure registration table from business with gold or blue table cloth
- Bring sign-in sheets or digitized sign-in form
- Remember cash to make change
- Bring nametags, membership list and forms, pens, tape and scissors
- Bring door prize/raffle tickets – confirm that someone will be managing this during the event

During event:

- Setup a welcome table with items like a welcome sign, a sign-in sheet, mints, etc. Be sure to have someone at the welcome table greeting every person that walks in the door! This is your chance to build a loyal audience, and making it welcoming is so important
- Try to provide everyone with a nametag!
- Take pictures of the overall setup and close-ups of guests. Post these to your social media accounts if you get a moment at the event or right after. This will show what people are missing if they didn't come and promote your chapter events even more!

After event:

- Thank the venue for hosting you and pay any remaining bills
- Share pictures from event on social media
- Try to thank everyone who attended and invite them to next event