

Event Planning Timeline:

The timeline of planning an event largely depends on the scope of the event. These are some **general timelines** to follow for a medium to large sized event:

- Six months to one year:
Contact the alumni office and let us know you'd like to plan an event! Reserve the space as far in advance as possible six months to a year is not too far ahead of time if you are planning an event. Find out how many the room can hold and what hours your group can be in the room. (Use the event planning checklist as a guide when reserving space.)
- Six to three months out:
Make sure all core program components are in place. Do you need special equipment? A DJ? Technical support? A speaker? It's best to arrange these things early! Touch base with the alumni office as you go!
Marketing: Send a Save the Date e-mail to alumni
- Three months out:
Plan any menus for food and arrange cash bar if needed.
Meet with the person in charge of your event site to go over logistics. When will the room be set up? How early can you get in? Who is in charge of clean up? Does this site have any special requirements of your group? Go over these details with the folks at UWSP!
Marketing: Design your invites and send them to the alumni office!
RSVP's should go to you and you should send us the final RSVP list by the deadline.
- Two months out:
The alumni office will send you a stack of UWSP nametags and alumni goodies for your group.
The alumni office will send you information slips to help update our database. If you'd like to do a drawing in conjunction with this, we will also send you a UWSP prize for one of the attendees! (This helps promote attendance as well!)
- Six weeks out:
Marketing: The alumni office sends out your invites and will send you updates of how many alumni RSVP'd.
Marketing: A second email blast will be sent to everyone to encourage online registration.
Be sure to communicate with our office as to when you need to let your site know a final number.
The Alumni Office will also put your event up online at this time if it is not already up.
Post your event link to Facebook, Linked In or any other social networking site you belong to.
- Four weeks out to one week out:
Marketing: Talk it up! Make sure you are networking and calling people to encourage attendance.
- One week to go:
Marketing: the alumni office will send a mass e-mail to those who have not RSVP'd to encourage attendance.
- Day of:
Print the final list of nametags and bring them to the event. Great your guests and thank them for coming as you hand them their name tag.
Note: Please try to get a group picture for the Alumni Office. We will print and send copies to you to include in your thank you notes.
Relax and have fun!

Post event:

- Please be sure to let the alumni office know who actually attended the event for our records.
- Thank your guests! You worked very hard to plan a great event and your guests had a great time. Please take a moment to thank them! UWSP will provide thank you cards and pre-stamped envelopes with the names and addresses of those who attended your event.