Alumni Chapter Event Planning
Responsibilities and Timelines

Thank you for planning an Alumni Chapter Event! The Alumni Relations (AR) Office is here to help you. If you have questions, please feel free to contact us.

Step 1: Contact the Alumni Relations (AR) Office two months prior to the event date
- Email alumni@miis.edu or call 831-647-3557 and let us know what type of event you are planning. If you are working in collaboration with your local chapter, please include the estimated budget allocation for the event.
- Organizing a Third Thursdays Happy Hour event? Please see TTHH instructions here.

Step 2: Identify and Reserve a Venue and Date
- Try to find a location that is easily accessible for alumni in your area, including alumni or guests with disabilities. The AR office may be able to provide you with suggestions.
- If this event includes incurred costs for the Chapter, work with the chapter’s Vice President of Finance to determine a budget and payment methods to the venue for the event.
- Determine the estimated and/or maximum capacity for the event based on venue space

Step 3: Create email messaging and send to the Alumni Relations Office in Monterey
- Write a short advertisement about the event using the email template provided (see Event Marketing Form). Be sure to include any special information on response (RSVP) requirements, building access, parking, metro access, etc.
- If this is a ticketed event, please provide the chapter approved budget and cost per ticket to be collected from alumni registrants.
- Within four to eight weeks before the event, send the email messaging to the Chapter Officers and Alumni Relations at alumni@miis.edu and the office will schedule your message to be sent out to alumni in your area. This ensures that the message will be emailed to all the alumni in your area at least twice prior to the event.

Step 4: Promote on the local MIIS Alumni Facebook Group
- Get creative! Use a picture, logo, or slogan to promote the event on your local alumni group’s Facebook page.
- It is best if this is done multiple times before the event. Ideally, no less than three weeks prior, with a reminder each week.
- Be sure to review the comments on Facebook related to the event, and respond in a timely fashion.

Step 5: Week of Event To-Do’s
- Call the venue to confirm the reservation and finalize any logistics/questions.
- The Alumni Relations Office will provide a list of registered guests and you may create a sign-in sheet using the “Event Sign-in Template” on the Chapter Resources page of the alumni website.
  - Please print all documents and bring these to the event.
o Nametags and the use of a MIIS Alumni Event banner is encouraged for every chapter event. Check with the chapter leaders or the AR office to gain access to these items and bring them to the event.

- Post a final Facebook reminder message on the group page.

Step 6: At the Event

- Arrive at the venue 20-30 minutes in advance, check in with the venue manager and set up the sign-in sheet, nametags and any other materials for the event.
- To accurately record our Active Member’s activities, we request that you ask everyone to sign in.
- Take a variety of photos during the event. You may even post live photos to the local Facebook page during the event.
- Make note of any information that may need to be relayed to the chapter leaders or AR office regarding alumni ideas for the event, alumni announcements regarding marriage, work, family, etc., and any points of consideration from the alumni guests.

Step 7: Event Follow-up

- Scan and email the sign-in sheet to the AR office alumni@miis.edu within three days along with any note to be included in the thank you message. This thank you message will be sent to attendees by the AR office.
- Collect any notes and pictures taken at the event and email all to alumni@miis.edu.

We look forward to collaborating with you and appreciate your willingness to volunteer with your local alumni chapter.