

The Bradley family is a significant part of each alum's life experience. We love helping alumni plan and celebrate events that bring that family together. We've found events go better and are more well attended when organizers take some steps early on, when planning and organizing, as well as later when it comes time for the event.

Read through this guide so you know what to think about, what to do and when. Then call or email us to talk about your ideas. Every event is different. Together we'll come up with a plan to make the one you've got in mind the best it can be.

Three Months in Advance:

- Choose someone to be in charge of your event and someone who will be a point of contact (this may be the same person)
- Develop a project plan: Who is your audience? How many do you want to attend? Consider how much time is available to organize your event
- Select a date and time that suits the event. Be mindful of religious and government holidays when choosing your date
- Research venue options and visit prospective sites
 - Find out if you will be required to use the venue's catering service or if you can bring in food from another caterer
 - Consider food and drink options you'll offer. Will there be a buffet? A plated dinner? A sandwich platter? Snacks and hors d'oeuvres?
 - Make sure the venue can accommodate your setup. Do you need lecture-style seating? Room to mingle with stand-up tables? Or large round tables where people can sit and eat?
 - Be sure to understand the venue's timeline when it comes to reservations, final head counts, and when you can access the space on the day of your event. Their requirements may be different from Bradley's
- Consider your A/V needs
 - Projector
 - Microphone
 - Laptop connection
 - Music
 - Other
- Research logistics such as parking and accessibility
- Create an event budget to determine if an admission fee is needed to cover costs
- Notify Bradley Alumni Relations with your plans so we can begin to build the event website, compile invitee lists and create a promotion schedule
- Once you've settled on a venue and secured a contract, send it to the Alumni Relations person you've been working with. Remember, a BU staffer must approve, sign and pay for all contracts

One to Two Months in Advance:

- Bradley's Alumni Relations office will send an email invitation based on criteria you provide, such as group membership, class year, geographic location, etc. We'll track RSVPs and share event information on our social media channels when appropriate
- Start recruiting volunteers to help at the event, if needed (for instance, staffing the greeting and sign-in table, giving directions, decorating, or cleanup)
- Monitor RSVPs and get the most current headcount to your venue and caterer as needed

One to Three Weeks in Advance:

- Finalize your catering menu
- Order and confirm all A/V equipment and finalize room set-up with your venue
- Alumni Relations will send a reminder email to those who have no RSVPd
- If there aren't as many RSVPs as you'd hoped, call alumni from the group and personally invite them
- Check how many have registered and get that final estimate to the venue and caterer
- Alumni Relations can print name tags and mail them to you; if one of our staff will be attending the event, we'll bring printed name tags with us

Day of Event:

- Arrive early (30 to 60 minutes before the start of the event)
- Set up a registration area with nametags and place directional and event signs
- Check in attendees as they arrive; record names of people who didn't pre-register
- Ask attendees to fill out a raffle prize slip (if applicable)
- Take photos throughout the event, both posed and casual, and send them to Alumni Relations. We will use them for future promotions and may post on websites and social media to show alumni some of the great things going on out there

Post-Event:

- Send the final attendance list to Alumni Relations for processing. Include anyone who "walked in" to the event without pre-registering.
- Send a personal thank you to your volunteers and event committee members