

Event Planning Checklist: Speaker Events

What to Do Once Your Event Proposal is Approved

Invite the Speaker

- Work with your Alumni Association event coordinator to get approval to invite the speaker and determine the best method of extending the invitation.
- Ask the speaker to provide information for event marketing and promotions (needed at least five weeks prior to event):
 - High-resolution professional headshot
 - Brief bio including name, title, company/organization, relevant credentials or awards
 - Description of presentation

Confirm Logistics

Contact the venue you're working with to confirm your event and finalize all necessary details:

- What private event space is available? Are there room fees? Is there a capacity limit in this space?
- Is audiovisual equipment available? Is there a podium? What fees are associated with using the equipment?
- Will there be competing noise from surrounding rooms that will conflict with the speaker?
- Confirm catering arrangements including table set-up with area for registration, linens, food and beverage order with options for dietary restrictions (if a meal is included), and price per person.
- Is payment by check accepted? Be sure the organization knows the Association is a tax-exempt 501(c)3 non-profit. New vendors will need to provide a W9.
- When does the venue need a final guest count?

Determine your ticket price (Association approval required). Events are typically priced to break even or generate profit.

Compile all information needed to begin promotions:

- Contact info for the lead volunteer
- Event title, description of event and speaker details
- Event date and time - specify when doors open, when meal is served (if applicable) and when presentation begins
- Event venue name, address, phone number and URL (include directions, parking details, etc.)
- Registration details: ticket price, menu (if applicable), capacity and registration deadline
- Optional: Suggested content for promotional email

Work With Your Event Coordinator

- Forward all information to your event coordinator.
- Carefully review your registration page when your event coordinator sends you the preview. If any changes are needed, send them to your event coordinator.

Promote Your Event

- Once your page goes live, begin promoting your event by:
 - Emailing a personal note and the link to register to your UMass contacts.
 - Emailing other volunteers in your network and encouraging them to share with their UMass contacts.
 - Sharing your event on social media (Facebook, LinkedIn, twitter) through personal and/or Network social media channels.
- Follow the Alumni Association social media channels to like/share/favorite/retweet Association posts about your event.

Prepare for Your Event

- Register yourself for your event prior to the registration deadline.
- Give the venue your final guest count.
- Print a copy of the attendee list and sign-in sheet for walk-ins (obtain from your event coordinator).
- Determine who will be on-site to greet alumni as they arrive, track attendance and collect contact information for any walk-ins (if applicable).
- Determine who will be on-site to capture photos to be shared with Network constituents and the Alumni Association.

After Your Event

- Send photos and attendance updates to your event coordinator.
- Complete the [Event Evaluation Form](#) within one week from your event.