

Event Planning Timeline

Planning a successful event involves careful coordination and detail. A suggested event planning timeline can help manage tasks and milestones, streamline efforts, and reduce last-minute stress. Following this schedule provides a clear roadmap from preparations to post-event follow-ups, ensuring an efficient process and a memorable experience for attendees.

TASK	BEST PRACTICE
3 TO 6 MONTHS OUT	
Identify the event's purpose and define the target audience.	Evaluate the event concept and assess potential event subsidy distribution in collaboration with the Fuqua Alumni Relations team.
Review local calendars, as well as those from Fuqua, Duke, and any religious organizations, to identify potential conflicts.	
Identify and secure venues and/or sponsors.	Connect with your contacts to explore event sponsorship opportunities, such as contributing to the venue costs.
Identify and secure speaker(s)/presenter(s).	Reach out to the Fuqua Alumni Relations team for assistance.
2 TO 3 MONTHS OUT	
Arrange for a caterer and other vendors, if necessary.	
Complete the event communication materials, including biographies, webpage descriptions, email Save the Date notices, and other logistical details.	
6 WEEKS OUT	
Submit the finalized Event Request Form via Qualtrics weblink.	

TASK	BEST PRACTICE
4 WEEKS OUT	
Fuqua Alumni Relations initiates registration by sending email invitations and promoting the event across Fuqua's platforms, including the website and social media channels.	Depending on the timing, the event could be featured in the Duke Regional Monthly Newsletter (if applicable) and/or in the Team Fuqua Flash.
Share event registration links through social media, regional mailing lists, and personal outreach efforts.	The Fuqua Alumni Relations team will handle the sending if you are not an authorized sender.
Verify the final arrangements with the venue, speakers/presenters, and catering service.	
1 WEEK OUT	
Ensure coordination with the speaker(s) or presenter(s) regarding any presentation materials and audio/visual requirements.	
Touch base with the venue.	
Fuqua Alumni Relations sends a reminder email.	
DAY BEFORE EVENT	
Fuqua Alumni Relations provides the final guest list.	
The Fuqua Alumni Relations team sends out a reminder email.	This is typically for in-person events.
Print or download any digital assets for the event.	Images licensed for public and third-party use can be found in the "Images for Download" section of the For the Media page on Fuqua's website.
EVENT DAY	
Arrive an hour prior to the event's start time to set up the registration table, decorate, and handle any other preparations.	
Greet and welcome guests.	
Fuqua Alumni Relations sends a "Day Of" reminder.	This is typically for virtual events.
Manage registration and check-in attendees.	
Take photos and share them on social media.	Use #TeamFuqua #fuquaalumni #dukefuqua. Follow @FuquaAlumni on Instagram so that we can follow you back and reshare your posts and photos/videos.

TASK	BEST PRACTICE
POST EVENT	
Send the attendance list and photos to the Fuqua Alumni Relations team.	No later than one week after the event.
Express gratitude by sending a thank-you email or note to the speaker(s) or presenter(s).	No later than one week after the event.
Post photos and event recaps on social media and the regional distribution list.	Use #TeamFuqua #fuquaalumni #dukefuqua No later than one week after the event.
Request feedback from attendees to help with future programming.	The Fuqua Alumni Relations team is available to help you create a survey using platforms like Microsoft Forms and Qualtrics.
Submit your pre-approved, detailed receipts through the Qualtrics weblink.	Make sure to submit your request <u>within three weeks</u> following the event.