

Event Tips for Regional Planning

Planning Regional Events

Practical programming is crucial for regional alumni groups. Successful events require careful timing, planning, and advance communication. Alumni appreciate diverse topics and gatherings, with various activities throughout the year. Inclusivity is key, and collaboration among volunteers is essential for executing successful events.

A thriving regional group is the result of long-term programming. The following are a few tips to make your annual calendar helpful and easy to follow:

- **Timeline** - Volunteers should plan and communicate a calendar of events early to the [Alumni Relations Team](#).
 - When possible, 3-6-month calendars are helpful for promotion purposes and ensure the event's success.
**Refer to the Event Planning Timeline document for a suggested schedule.*
- **Variety** - Create a well-rounded calendar of events that caters to a range of interests, age groups, and budgets.
 - Make sure to incorporate social, professional, educational, and family-oriented activities into your yearly schedule.
- **Annual or Traditional Event** - Think about initiating a new tradition by creating an annual event, like a business breakfast, summer BBQ, or any other fun activity.
- **Check Event Dates** - Review local, Fuqua, Duke, and religious calendars to identify any potential conflicts.
- **Plan with Clarity** - It's more beneficial to host one successful event that you can build upon than to hold six events with low attendance. Organizing events by season can help simplify this process.

Proposed Programming

- **Summer (June/July)** - Think about organizing a summer social event to greet interns and recent graduates in your city. This is an excellent opportunity to introduce them to the local alumni group while offering a fun setting for students and alumni to mingle and connect.
- **Fall (Sept/Oct/Nov)** - Organize a content-focused event such as a Table for Six, a Business Breakfast, a panel discussion, or a speaker session. Additionally, consider hosting a "Week-in-Cities Mixer" for students who are traveling.
- **Winter (Dec/Jan)** - Host a winter social gathering
- **Early Spring** - [Fuqua Around the World](#) (March)

Event Ideas

Offering a diverse range of events will help connect with and engage a larger alumni audience. Here's a list of events and activities that have shown to be effective:

Partnering with Duke Regional Groups

Joining forces with your local [Duke Regional Group](#) is the most effective method of staying connected to Duke University.

Popular Duke Alumni Programming:

- [Game Watches](#)
- [Duke Alums Engage](#) (community service)
- [Women's Forum](#)
- [Send-Off Parties](#) (summer)
- [Welcome to the City Parties](#) (fall)

[Business Breakfast](#) or [Table For Six](#)

These increasingly favored formats provide alumni with the opportunity to engage in a more personal and educational setting. Breakfast events help minimize scheduling conflicts that individuals may encounter with work and family commitments. Consider inviting a notable local alum, an industry expert, or a faculty member to deliver a talk. The Table for Six events enable alumni to connect with a fellow alum of their choice during a seated dinner, with these gatherings generally lasting around two hours.

Barbecues, Picnics, Sporting Events

Family-friendly events are favored by alumni of all ages and provide an excellent opportunity to establish a local tradition. Many central locations have fields that can be rented at low or no cost. Additionally, numerous major and minor league sports teams offer fantastic deals for large groups.

Happy Hours

Usually, it is an informal and budget-friendly gathering, but it can also be as formal as a scheduled harbor cruise or other outdoor locations. Happy hours and similar social events tend to be popular in regions with a large number of young alumni.

Helpful Hints for Event Planning

- Effective advertising is essential for the success of any event. To boost attendance, start planning early to explore various promotion channels such as emails from alumni volunteers or Fuqua, peer-to-peer invitations, and social media outreach.
- Don't hesitate to set a fee for events, as this can help reduce dropout rates.
- Take advantage of well-known events and popular venues in your local area to enhance your reach.

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