



Event tips for regional programming

PLANNING REGIONAL EVENTS

Effective programming is essential to the success of every regional alumni group. Programs and events work best when they are well-timed, planned, and communicated far in advance. Alumni enjoy a range of program topics and a variety of gatherings. Programs might include a combination of different activities throughout the year and should remain inclusive. Many volunteers can and should work together to execute a successful event.

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.
- **Variety** – Plan a diversified calendar of events that appeal to various interests, ages, and budgets. Include social, professional, educational, and family events in your annual calendar.
- **Annual or Traditional Event** – Consider starting a new tradition by establishing a yearly event such as a business breakfast, summer BBQ, or other activity.
- **Check Event Dates** – Check local, Fuqua, Duke and religious calendars for conflicts.
- **Plan realistically** – It is better to have one successful event on which you can build than it is to have six poorly attended events. Scheduling events by season makes this easier.

PROPOSED PROGRAMMING

- **Summer (June/July):** Consider hosting a summer social to welcome interns and recent graduates to your city. This is a great way to expose them to the regional alumni group and provides a fun way for students and alumni to connect.
- **Fall (Sept/Oct/Nov):** Plan a content-driven event (Table for Six, Business Breakfast, panel/speaker), family event, or host a "Week-in-Cities Mixer" for traveling students
- **Winter (Dec/Jan):** Host a winter social gathering
- **Early Spring:** Fuqua Around the World (March)



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EVENT IDEAS

Providing a variety of events will reach and engage more alumni. Below is a list of events and activities that have been proven successful:

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 popular formats allow alums to connect in a more intimate and educational environment. Events planned for breakfast help limit conflicts people might have with work and family. Consider inviting a prominent local alum, an industry expert, or a faculty member to speak. Table for Six events allows alums to connect with an alum of their choice during a seated dinner. Events of this structure typically last about 2 hours.

Barbecues, Picnics, Sporting Events

Family-oriented events are popular among alums of all ages and offer a great way to start a local tradition. Most central locations have fields available for low or no cost. Many major or minor league sports teams have great deals for large groups.

Happy Hours

Typically an informal and low-cost event but can be as formal as a planned harbor cruise or other outdoor venues. Happy hours and other social events are popular in areas with a high concentration of young alums.



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PROPOSED EVENT TIMELINE

TASKS	BEST PRACTICES
Three to Six Months Before Event	
Determine event purpose and target audience	Vet event idea and review possibly event subsidy allocation with Fuqua Alumni Relations team
Check local, Fuqua, Duke and religious calendars for conflicts	
Identify and secure venue and/or sponsors	Reach out to contacts for event sponsorship opportunities (e.g., donate the cost of the venue)
Identify and secure speaker(s)/presenter(s)	Ask for help from the Fuqua Alumni Relations team
Two to Three Months Before Event	
Secure caterer/other vendors (if applicable)	
Finalize event communication materials (bio(s), webpage write-up, email Save the Date, etc.) and logistical details	
Six Weeks Before Event	
Submit finalized Event Request Form via Qualtrics weblink	
Four Weeks Before Event	
Fuqua Alumni Relations opens registration, sends email invitations, and promotes on Fuqua channels (website, social media, etc.)	Based on timing, the event may be published in Duke Regional Monthly Newsletter and/or in Team Fuqua Flash
Promote event registration links via social media, regional distribution list, and personal outreach	Fuqua Alumni Relations team will send if you are not an authorized sender.
Confirm final details with venue, speaker(s)/presenter(s), and caterer	
One Week Before Event	
Coordinate with speaker(s)/presenter(s) any presentation materials and audio/visual needs	
Check-in with venue	
Fuqua Alumni Relations sends a reminder email	
One Day Before Event	
Fuqua Alumni Relations provides the final guest list	
Fuqua Alumni Relations sends a reminder email	
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.



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TASKS	BEST PRACTICES
Day of Event	
Arrive one hour before the event starts to set up the registration table, decorate, etc.	
Greet and welcome guests	
Fuqua Alumni Relations sends a "Day Of" reminder	
Manage registration and check-in attendees	
Take photos and share them on social media	Use #TeamFuqua #fuquaalumni #dukefuqua. Follow @FuquaAlumni on Twitter and Instagram so that we can follow you back and reshare your posts and photos/videos.
Post Event	
Send attendance list and photos to Fuqua Alumni Relations team	No later than one week after the event
Send a thank you email/note to speaker(s)/presenter(s)	No later than one week after the event
Post photos and event recap on social media and regional distribution list	Use #TeamFuqua #fuquaalumni #dukefuqua - No later than one week after the event.
Request feedback from attendees to help with future programming	
Submit pre-approved, itemized receipts using Qualtrics weblink	

HELPFUL HINTS FOR EVENT PLANNING

- Advance advertising is critical to event success. To increase attendance, plan early to allow multiple avenues of promotion (emails from alumni volunteers and/or from Fuqua, peer-to-peer invitations, and social media)
- Do not be afraid to charge for events – this minimizes attrition
- Piggyback off popular events and venues in your geographic area