

Guide to Planning Speaker/ Social Events:

(For Cultural, Faculty/Guest Speaker, Networking, & Young Alumni Events)

Event Date: _____ Type of Event: _____

Location: (see directions at end of page) _____

Directions: _____

Event Time (s): Social Hour: _____

Dinner: _____

Speaking Program: _____

Event Costs:

(Fill out Event Budget Worksheet)

Food / Beverage:

Catering Contact Name: _____

Phone: _____ Email: _____

Caterer's deadline for guaranteed reservation count: _____

What is the caterer's automatic overset percentage? (typically, caterer's plan for 3% above the guarantee)

Attendee count provided to caterer: _____

Circle the type of service available: waited meal buffet stations drop/set

Circle what the caterer is providing: table linens/skirts china/silverware

Will the caterer provide wait staff? Yes No If so, how many? _____

If they are not part of the venue you are using, has the caterer been approved by the venue? _____

Menu: _____

Beverage Contact Name: _____

Phone: _____ Email: _____

Check types of beverages to be available:

Wine _____ Beer _____ Liquor (full bar) _____ Mixers _____

Soda _____ Water _____ Cordials _____

Check the type of bar to be available:

Open Bar _____ Cash Bar _____

Attendee count provided to bar service: _____

Marketing Plan:

My chapter will use the following to advertise this event: (check the marketing device on left and follow date guidelines on the right)

Boston College Magazine _____ Due Date to Alumni Association: _____

Newsletter _____ Issue must mail by _____ to get attendees

Blast Email _____ I need to have email prepared and into office by _____

Chapter Web Page _____ I need to have update into office by _____

Formal Invitation: _____ Invite must be mailed by _____

Local Publicity (newspaper, radio, television): _____

Invitations / Reservations:

Invitations should be mailed to: _____ Area Alumni _____ Parents of incoming students

(check those that apply)

_____ Current Students _____ Parents of current students

_____ Incoming students Other: _____

How will RSVP's be accepted? Mail _____ Phone _____ Email _____

RSVP Contact Name: _____ Email: _____

Telephone: Home () _____ Business: () _____

Reservation Deadline: _____ Reservations Capped At: _____

Event Site Arrangements:

Venue Contact Name: _____ Email: _____

Address: _____ City: _____ State: _____

Telephone: Home () _____ Business: () _____

Fax: _____

Style of Seating: Theater Style _____ Seated Meal _____ Stand-up Reception _____

Room Capacity: _____

Equipment Needed: _____ Podium _____ Pointer _____ Flipchart
_____ Microphone _____ Audio System _____ Chalkboard _____ TV Monitor
(choose type below)
_____ Projector/Screen _____ VCR/DVD Player
_____ Podium Mic _____ Remote Switch _____ Banner
_____ Handheld Mic _____ Laptop _____ LCD projector (for powerpoint)
_____ Wireless Mic
_____ Lavalier Mic Other: _____

Who will staff the registration table?: _____

Amount of petty cash needed for walk-ins: _____

Registration Materials:	_____ Reservation List	Giveaways
	_____ Pre-printed Name Tags	_____
	_____ Sharpies	_____
	_____ Blank Name Tags	_____
	_____ Masking Tape	_____
	_____ Chapter Banner w/ zip ties	_____

Other: _____

Tickets:

(This is a breakdown of the ticket cost for things such as a sporting event or museum entrance fee – this is not for the overall event ticket cost. Please fill out the Event Budget Worksheet to establish overall tickets cost per person.)

Ticket Vendor Contact: _____

Email: _____

Telephone: Home () _____ Business: () _____

Number of tickets available: _____ Cost of individual tickets: _____ Additional costs: _____

Check off source of overrun funding: Chapter Treasury: _____ Alumni Association: _____ Other: _____

Event Format:

Who will emcee? _____

Suggested Format: _____ Welcome & Announcements
(Fill in the blanks
w/ name of individuals
responsible for this
part of program) _____ Acknowledgements
_____ Chapter Business / Giveaways
_____ Introduction of Guest Speaker
_____ Closing Remarks
_____ Other

Event Follow-Up: (fill in date these items were completed)

_____ Thank you letters written

_____ Caterer paid

_____ Beverage paid

_____ Alumni Association paid

_____ Venue paid

_____ Event post mortem done

_____ Email capture form done

_____ Other

