The following steps will ensure your event runs smoothly.

8 weeks before
- Decide on the format of your event – refer to the ‘geographic group tier’ guidelines for advice
- Decide who you would like to invite to the event – are plus-ones welcome? Could you invite Imperial students or offer holders? Would you like to invite alumni from other universities?
- Assemble your event planning committee. Assign tasks to each member, and schedule regular check-ins to ensure you all stay on track.

7 weeks before
- Finalise the date for your event
- Select a suitable venue (and if applicable, book your chosen space)
- Decide how you would like to manage registrations

6 weeks before (minimum)
- Submit your events details form to the Alumni Relations Office to start plans for publicising the event
- This should be done at: https://imperial.eu.qualtrics.com/jfe/form/SV_9vu4ooHNN3nmZ

4 weeks before (approximately)
- Invitation sent by Alumni Relations Office – be sure to monitor registrations as they roll in (regularly check emails or online platform)

2 weeks before
- Update the venue on the expected number of attendees and ensure the space you’ll be using is a suitable size for your group

1 week before
- Send an email to attendees to say that you’re looking forward to seeing them
- Where applicable, confirm receipt of merchandise

On the day of the event
- Don’t forget to bring the Imperial merchandise along with you, a camera to take photos, a pen and paper for taking notes, and a list of expected attendees
- Try to arrive at the venue at least 30 minutes early to ensure the set-up is in order, that staff at the venue know what’s going on, and so you can meet anyone who may arrive before the scheduled time

At the event
- Tick off the names of people as they arrive – having an accurate list of attendees will make it easier to keep in touch after the event
- Take some photos of the group to send to the Alumni Relations team (don’t forget to use any merchandise we send). If you share them yourself on social media use our official #OurImperial hashtag
- Try to gather feedback from those at the event and discuss ideas for future activity
- Have fun!

After the event
- Tell us about it! We encourage you to share your photos and any feedback you may have with us. All alumni groups are expected to provide the Alumni Relations team with their registrant and attendee lists
- Send a follow up email/social media post (if applicable). Please copy the Alumni Relation’s Office in any emails you send (remembering to bcc all alumni)
- Start thinking about your next activity!

These guidelines are accurate September 2017. They will be regularly updated to reflect Imperial’s strategic priorities and the feedback of alumni.

These guidelines are part of a set of resources for alumni geographic group leaders. Access the full set at www.imperial.ac.uk/alumni/take-part/groups/regional-groups/