

General Event Planning Tips

All events are different, but there are some general items to consider when planning any alumni event for ULM. The below is useful to consider when planning the perfect event for your chapter/club.

- **Engage your ULM Alumni Association staff!** They are here to partner with chapters/clubs and can provide guidance and insight for all things regarding events and the Alumni Association.
 - ULM Alumni Association staff can assist with event planning including; advertising for the event, budget specifications, etc.
- **Plan in advance.** The best events don't just "happen." You'll need time for ULM approvals, to find venues, advertise the event, collect RSVPs, etc. It's suggested that you have all plans finalized at least six weeks prior to the event.
- **Determine the type and purpose of the event.** Do you need/want a speaker from ULM?
- **Know your audience!** Are you trying to appeal to young professionals, families, specific majors, locations, etc.?
 - Be fiscally responsible and ensure you're within budget and keep cost at a minimum to attendees.
- **Pick a date and time that doesn't conflict** with other ULM events or major events in the chapter/club's area (school holidays, religious holidays, festivals, high school football, etc.). It's often great to plan events to coincide with ULM events like a virtual watch party, or happy hour prior to a ULM event, etc.
- **Select locations that are easy to access** and find and have a quality atmosphere that will appeal to and welcome all guests.
- **Have chapter/club volunteers help with planning and execution.** A President doesn't have to do all the work! Form an events committee to assist with the planning and day of needs.
- **Advertise for events utilizing all avenues possible** such as social media, email, "snail" mail, university calendars, etc. Relying on just one type of advertisement limits the audience and you want as many people as possible to know about the event.

Always promote an image of friendliness, support for ULM and positivity. Ensure someone is front and center welcoming guests and introducing guests to each other. Overall, help guests form a connection to want to attend and support more events/activities.

Event How-tos

Ideas for Events and Activities

Alumni events often vary from the "tried and true" like crawfish boils to new and trending events like axe throwing. Whatever the case, remember to have varying types of events throughout the year in order to appeal to a broad range of alumni. Be creative and don't be afraid to try something new! Below are some examples to get you started, but use your creativity and knowledge of what will work for your area and/or interest. If you need other ideas, reach out to our Alumni staff or other **chapters or clubs** to see what they are doing and experiencing with events.

Family Friendly/Athletics	Social	Networking/Career Development
ULM watch parties/tailgates - don't forget to attend the games in person when in your area or within driving distance!	Happy hours; wine/beer tastings; axe throwing; escape rooms	Host ULM faculty on a Zoom call to discuss current, trending topics of interest
Crawfish/shrimp boil; cochon de lait; pizza party; picnics at a park	Form a team for a co-ed team (i.e., kickball, pickleball, softball)	Alumni lunch/dinner featuring speaker from a ULM program
Local cultural or community events	Host fundraising events for scholarships (silent/live/virtual auction; sports tournaments etc.)	Speed networking event or business card exchanges
Local sporting events (i.e., local minor league teams)		Host a panel on topics of interest to young alumni
Volunteer/community service		