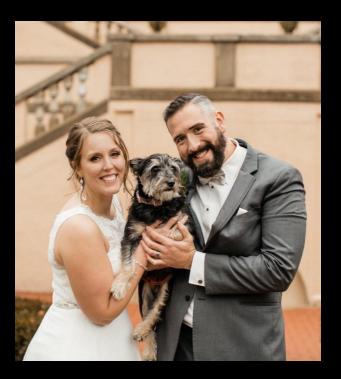
THINK OUTSIDE THE BOX

Alumni Engagement- Events



ABOUT ME



Emily Richter (HHS '13) Director, Alumni Events



I was born and raised in Lafayette, IN

I graduated from Purdue University in May of 2013

I recently got married on December 1, 2018

I have been at the Purdue Alumni Association for 2 years

I have a dog named Minnie

WHAT IS THE KEY TO A SUCCESSFUL EVENT?







Starts and ends with <u>attendee engagement</u>



THE PLANNING





Start with your <u>WHY</u>

- Why are you having this event?
- Why is it important to the mission of your club or network?





- To successfully plan and execute an event, you need to identify your audience
- Audience Examples:
 - Recent Alumni
 - Families
 - Prospect members
 - Members only
- Dashboard Data



• Q: Who do we want to engage with?



WHAT?

- Identify what type of event you are going to have
- Event Types
 - Game Watches
 - Annual Dinner
 - Student Picnic
 - Golf Outing
 - Webinar
 - Other
- Q: What other events can we be doing?







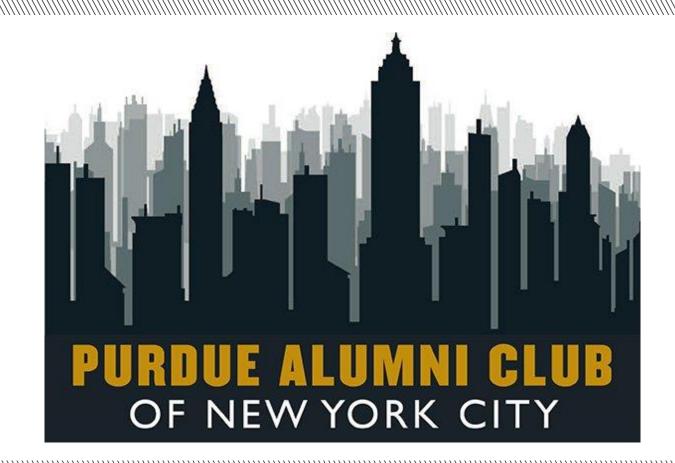


THINK OUTSIDE OF THE BOX





EVENT EXAMPLE







- You know your club and network best!
- Look at an events calendar in your local area
- Q: Are there events going on in my town that we can piggyback on?







- Location, location, LOCATION!
- Atmosphere matters
- Mix it up!
- Try a new restaurant or venue space that just opened up
- Q: Where do I enjoy eating? Would this make a good event venue?









- Create a checklist
- Brainstorm potential speakers or entertainment
- Assemble your team
- Q: Who are you going to assemble as your team?





EVENTS THAT ARE TRENDING

- 5k Races
- Food tasting
- Brewery or winery
- Summer Festivals
- Movie screenings
- Meet Up
- Volunteering













QUESTIONS?





AFTER LUNCH

• 1:00 p.m. Breakout Sessions

- Club Recognition Program Room 1021
- Alumni Networks Build on Volunteer Recruitment Room 1010
- Engaging with Recent Graduates Room 1103
- Building an Inclusive Community Room 1103
- 1:45 p.m. Boilermaker Bragging
 - Large Clubs/Networks- Room 1010
 - Small Clubs/Networks- Room 1021
- 2:45 p.m. Membership Room 1010
- 3:15 p.m. Professional Development Room 1010

LUNCH TIME!

- Food in room 1028
- Feel free to eat anywhere!

