

THINK OUTSIDE THE BOX

Alumni Engagement- Events



ABOUT ME



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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
attendee engagement

THE PLANNING



WHY?

Start with your WHY

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



WHO?

- 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



WHEN?

- 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?



WHERE?

- 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?



HOW?

- 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!

