



NYU Stern School of Business Regional Handbook 2013 - 2014

Introduction

NYU Stern's Regional Handbook is designed to provide tools and guidelines to create strong, sustainable, and effective regional chapters throughout the world. Specifically, the Regional Handbook aims to achieve the following objectives:

1. Foster deeper alumni engagement through a variety of regional activities that attract new members
2. Create self-sustaining regional chapters
 - Chapters will be able to function with limited involvement from Stern; regional leaders will be given tools to communicate with alumni in their region, promote events, and market their chapter
3. Promote the Stern brand throughout the world

Chapters

The purpose of NYU Stern's regional chapters is to create opportunities for alumni around the world to connect with the School through professional, social, academic, and philanthropic programs. Stern's regional chapters strive to foster deeper alumni engagement and further the School's mission *to develop ideas and leaders that transform 21st century problems into opportunities that create value for business and society.*

Levels of Regional Chapters

Stern has 70+ regional chapters/affiliates throughout the world, and each one varies in size and degree of activity. Our office recognizes that not all regions are the same, so we have established defined levels to help each region understand their responsibilities throughout the year, along with the appropriate level of support from Stern's Office of Development and Alumni Relations.

Level I – Domestic:

Definition:

Established and active regional chapter with 1,000+ Stern alumni living in the region.

Boston
Los Angeles / Orange County
New Jersey
San Francisco
South Florida
Westchester-Fairfield



Regional Chapter Requirements:

- Hold a minimum of 4 events per year (including at least one content-focused event)
- Use, maintain, and update regional page on the web (either through Facebook, LinkedIn, or SternConnect) on a regular basis
- Collaborate with Chair of Regional Leadership Committee and Office of Development and Alumni Relations on regional needs, planning, and execution

Regional Leader Expectations:

- Communicate regularly with regional chapter
- Collaborate with Alumni Relations team to plan and execute events in the region
- Take attendance at all events and share lists with the Office of Development and Alumni Relations
- Serve as a liaison in the region for other Stern offices, including Admissions, Office of Career Development, etc.
- Participate on quarterly conference calls with other Regional Leaders to discuss progress and best practices
- Provide quarterly updates on regional activities and any updated alumni contact information to the Office of Development and Alumni Relations
- Attend, when possible and appropriate, one of Stern's signature events each year (e.g. Reunion, Global Alumni Conference, Holiday Celebration, Haskins Dinner)
- Serve as an alumni ambassador for the Stern brand in the region and promote signature Stern events
- Make an annual gift to the Stern Fund

Support from Office of Development and Alumni Relations:

- Budget: \$1,000/year
Note: This budget does not include events that Stern will host (Dean's events, faculty speakers, etc.) as these types of events will be paid for by the School. Each budget will be managed centrally out of the Office of Development and Alumni Relations; *regional chapters are prohibited from opening a bank account or collecting dues.*
- Stern will aim to host at least one event per year featuring a member of the Stern community (Dean, faculty member, prominent alumnus)
- Supply Toolkit: The Office of Development and Alumni Relations will send a toolkit each August to the regional leader with supplies to use throughout the year including nametags, a table banner, and assorted Stern-branded items to give away at events. The regional leader is responsible for distributing these items accordingly to account for an entire year of regional programming.

Level II – Domestic

Definition:

Semi-active regional chapter with 250+ Stern alumni living in the region.

Atlanta
Charlotte
Chicago
Dallas
Hartford
Houston
Minneapolis
Philadelphia
San Diego
Washington, DC

Regional Group Requirements:

- Hold a minimum of 2 events per year
- Use, maintain, and update regional page on the web (either through Facebook, LinkedIn, or SternConnect) on a semi-regular basis
- Collaborate with Chair of Regional Leadership Committee and Office of Development and Alumni Relations on regional needs, planning, and execution

Regional Leader Expectations:

- Communicate with regional chapter as needed
- Collaborate with Alumni Relations team to plan and execute events in the region
- Take attendance at all events and share lists with the Office of Development and Alumni Relations
- Serve as a liaison in the region for other Stern offices, including Admissions, Office of Career Development, etc.
- Participate on quarterly conference calls with other Regional Leaders to discuss progress and best practices
- Provide bi-annual updates on regional activities and any updated alumni contact information to the Office of Development and Alumni Relations
- Attend, when possible and appropriate, one of Stern's signature events each year (e.g. Reunion, Global Alumni Conference, Holiday Celebration, Haskins Dinner)
- Serve as an alumni ambassador for the Stern brand in the region and promote key Stern events
- Make an annual gift to the Stern Fund



Support from Office of Development and Alumni Relations:

- Budget: \$500/year
Note: This budget does not include events that Stern might host (Dean's events, faculty speakers, etc.) as these types of events will be paid for by the School. Each budget will be managed centrally out of the Office of Development and Alumni Relations; *regional chapters are prohibited from opening a bank account or collecting dues.*
- Due to the demanding schedules of our Deans and faculty, the School cannot commit to hosting an event each year. However, the Office of Development and Alumni Relations team will try to arrange faculty speakers that align with industry and regional interests when appropriate and identify prominent alumni in the region that could make strong speakers.
- Supply Toolkit: The Office of Development and Alumni Relations will send a toolkit each August to the regional leader with supplies to use throughout the year including nametags, a table banner, and assorted Stern-branded items to give away at events. The regional leader is responsible for distributing these items accordingly to account for an entire year of regional programming.

Level III – Domestic

Definition:

Regional chapter with minimal activity and/or a small number of Stern alumni living in the region.

Austin
Denver
Detroit
Idaho
Indiana
Ohio
Phoenix
Salt Lake City
Seattle

Regional Chapter Requirements:

- Use, maintain, and update regional page on the web (either through Facebook, LinkedIn, or SternConnect) when appropriate
- Collaborate with Chair of Regional Leadership Committee and Office of Development and Alumni Relations on regional needs, planning, and execution

Regional Leader Expectations:

- Communicate with regional chapter as needed
- Serve as a liaison in the region for other Stern offices, including Admissions, Office of Career Development, etc.



- Encouraged to participate on quarterly conference calls with other Regional Leaders to discuss progress and best practices
- Provide annual updates on regional activities to the Office of Development and Alumni Relations
- Serve as an alumni ambassador for the Stern brand in the region and promote key Stern events (e.g. Reunion, Global Alumni Conference, Holiday Celebration, Haskins Dinner)
- Make an annual gift to the Stern Fund

Support from Office of Development and Alumni Relations:

- Budget: Level III domestic chapters do not have a specified budget. If a chapter would like support to hold an event, please contact the Alumni Relations team to discuss further. *Regional chapters are prohibited from opening a bank account or collecting dues.*

Level I – International

Definition:

Established and active international regional chapter with 100+ alumni living in the region.

- Dubai (GCC)
- Hong Kong
- India
- Japan
- Korea
- Mexico
- Singapore
- United Kingdom

Regional Chapter Requirements:

- Hold a minimum of 2 events per year
- Use, maintain, and update regional page on the web (either through Facebook, LinkedIn, or SternConnect) on a regular basis
- Collaborate with Chair of Regional Leadership Committee and Office of Development and Alumni Relations on regional needs, planning, and execution

Regional Leader Expectations:

- Communicate regularly with regional chapter
- Collaborate with Alumni Relations team to plan and execute events in the region
- Take attendance at all events and share lists with the Office of Development and Alumni Relations
- Serve as a liaison in the region for other Stern offices, including Admissions, Office of Career Development, etc.



- Participate on quarterly conference calls with other Regional Leaders to discuss progress and best practices
- Provide quarterly updates on regional activities and any updated alumni contact information to the Office of Development and Alumni Relations
- Encouraged to attend, when possible and appropriate, one of Stern's signature events each year (e.g. Reunion, Global Alumni Conference, Holiday Celebration, Haskins Dinner)
- Serve as an alumni ambassador for the Stern brand in the region and promote key Stern events
- Make an annual gift to the Stern Fund

Support from Office of Development and Alumni Relations:

- **Budget:** International regional chapters do not have a specified budget. If an international chapter would like support to hold an event, please contact the Alumni Relations team to discuss further. *Regional chapters are prohibited from opening a bank account or collecting dues.*
- Due to the demanding schedules of our Deans and faculty, the School cannot commit to hosting international alumni events each year. However, the Office of Development and Alumni Relations will try to arrange faculty speakers that align with industry and regional interests when appropriate and identify prominent alumni in the region that could make strong speakers.
- **Supply Toolkit:** The Office of Development and Alumni Relations will send a toolkit each August to the regional leader with supplies to use throughout the year including nametags, a table banner, and assorted Stern-branded items to give away at events. The regional leader is responsible for distributing these items accordingly to account for an entire year of regional programming.

Level II – International

Definition:

Semi-active international regional chapter with 50+ alumni living in the region.

Argentina
Australia
Beijing
Brazil
France
Germany
Greece
Israel
Italy
Shanghai
Spain
Switzerland
Turkey



Regional Group Requirements:

- Use, maintain, and update regional page on the web (either through Facebook, LinkedIn, or SternConnect) when appropriate
- Collaborate with Chair of Regional Leadership Committee and Office of Development and Alumni Relations on regional needs, planning, and execution

Regional Leader Expectations:

- Communicate with regional chapter as needed
- Serve as a liaison in the region for other Stern offices, including Admissions, Office of Career Development, etc.
- Participate on quarterly conference calls with other Regional Leaders to discuss happenings and best practices
- Provide annual updates on regional activities to the Office of Development and Alumni Relations
- Encouraged to attend, when possible and appropriate, one of Stern's signature events each year (e.g. Reunion, Global Alumni Conference, Holiday Celebration, Haskins Dinner)
- Serve as an alumni ambassador for the Stern brand in the region and promote key Stern events (e.g. Reunion, Global Alumni Conference, Holiday Celebration, Haskins Dinner)
- Make an annual gift to the Stern Fund

Support from Office of Development and Alumni Relations:

- Budget: International regional chapters do not have a specified budget. If an international chapter would like support to hold an event, please contact the Alumni Relations team to discuss further. *Regional chapters are prohibited from opening a bank account or collecting dues.*
- Due to the demanding schedules of our Deans and faculty, the School cannot commit to hosting international alumni events each year. However, the Office of Development and Alumni Relations will try to arrange faculty speakers that align with industry and regional interests when appropriate and identify prominent alumni in the region that could make strong speakers.

Regional Affiliate – International

Definition:

International regions with less than 50 alumni are considered regional affiliates.

Belgium
Bermuda
Bolivia
Chile
Colombia
Denmark
East Africa
Egypt



Finland
Ghana
Indonesia
Jordan
Latvia
Monterrey
Moscow
Netherlands
Pakistan
Peru
Philippines
Poland
Puerto Rico
Toronto
Venezuela
West Indies

Regional Affiliate Requirements:

- Use, maintain, and update regional page on the web (either through Facebook, LinkedIn, or SternConnect) when appropriate
- Collaborate with Chair of Regional Leadership Committee and Office of Development and Alumni Relations on regional needs, planning, and execution

Regional Ambassador Expectations:

- Communicate with affiliate region as needed
- Serve as a liaison in the region for other Stern offices, including Admissions, Office of Career Development, etc.
- Invited to participate on quarterly conference calls with other Regional Leaders to discuss progress and best practices
- Serve as an alumni ambassador for the Stern brand in the region and promote key Stern events (e.g. Reunion, Global Alumni Conference, Holiday Celebration, Haskins Dinner)
- Make an annual gift to the Stern Fund



MEASUREMENTS OF SUCCESS

While every regional chapter has a varying degree of activity, there are common areas with which to measure a chapter's success including events, communication, and partnership. The below list provides guidelines to gauge a regional chapter's success throughout the year:

- **Events**
 - Variety of events
 - Number of alumni in attendance
 - Number of alumni who are first-time attendees at a regional event
 - Diversity of attendees across a range of class years and programs
- **Communication**
 - Consistent communication with the regional chapter
 - Promotion of the Stern brand and signature Stern events (e.g. Reunion, Global Alumni Conference, Haskins Dinner) to the regional chapter
- **Partnership**
 - Collaboration with Chair of Regional Leadership Committee and Office of Development and Alumni Relations
 - Collaboration with other Stern offices (Admissions, Office of Career Development, etc.)
 - Collaboration with NYU and/or other business schools in the region ([Consortium](#))
- **Philanthropy**
 - Each regional leader is required to make an annual gift to the Stern Fund and should serve as a philanthropic ambassador for their region
 - Each region should strive to increase their philanthropic support each year, measured both by participation numbers and dollars raised

BEST PRACTICES FOR REGIONAL LEADERS

1. **Take initiative** to plan and execute events that address the needs and interests of alumni in your region
2. Determine which communication channel works best for your region (LinkedIn, Facebook, SternConnect) and **communicate regularly** with your regional chapter and with the Alumni Relations team
3. **Build a team**
 - a. Depending on your regional chapter's size and/or level of activity, you might choose to appoint a co-chair or have additional leadership roles (webmaster, secretary, event planner). Each chapter can determine their leadership structure based on the needs of the group.
 - b. Please inform the Office of Development and Alumni Relations if you create additional leadership positions.

4. Plan consistent events

- a. Successful regional chapters have consistent events throughout the year (e.g. monthly happy hours, annual holiday party) which help create a reliable and established regional presence. Based on the appropriate level of activity for alumni in your region, you can determine the types and frequency of events.
- b. For tips on how to plan events, see the following section, *Guidelines for Planning a Regional Event*.

5. Create a succession plan

- a. Each regional leader should commit to at least one full calendar year of service.
- b. Regional leaders should identify alumni in their region who would make strong leaders once they step down.
- c. Once a regional leader decides to step down from the position, s/he should contact the Office of Development and Alumni Relations with a list of names of potential successors or to get help with identifying candidates. The office will work with the regional leader to identify a successor and create a transition plan.

ADDITIONAL BEST PRACTICES TO CONSIDER

The following “best practices” are drawn from Stern’s most successful regional chapters and other top business schools. We hope you find these useful as you build and maintain an active and engaged regional chapter.

Programming

- Send out a survey to alumni in the region to determine the types of programming in which they are interested
- Allow ample lead time to plan and promote events
- Consistency is important – annual events tend to be the most successful and something alumni plan on and look forward to
- Programming should combine educational and social content to keep events interesting and attract different demographics of alumni
- Too many events can overwhelm alumni and discourage attendance – be thoughtful in planning events in your region; quality is more important than quantity

Leadership

- Create a mission statement for your regional chapter to make planning more strategic and effective
- Enlist help! Some of our most successful regional chapters have an executive committee of several members that share responsibilities for the region

Communication

- Determine a main platform for your communications to the regional chapter (Facebook, LinkedIn, email) – it will help train people in where to look for information
- Communicate regularly – even if there are no upcoming events, check in with the chapter to let alumni know it is still active and ways to get involved

Increasing Alumni Engagement in your region

- Understand the demographics of your region (age, industry) and use that information to help tailor your programming and communications
- Partner with the broader NYU alumni network or other top business schools in the region. This partnership is especially helpful for smaller regional chapters that do not have many Stern alumni in the area. Seek out the regional alumni contact for other top business schools and see if s/he would be interested in partnering on future events. Many regions also have organized business school consortiums that host regular events for a number of schools. See the [Consortium for Graduate Study in Management](#) for more information on how to get involved.

GUIDELINES FOR PLANNING A REGIONAL EVENT

Getting Started

- Determine what type of event your chapter wants to have (content event, social event, etc.)
 - If you plan to have a speaker at your event, please contact the Alumni Relations office to discuss further.
- Identify several dates on which to hold the event (make sure the date does not conflict with another Stern/NYU event or federal/religious holidays)
- Contact appropriate venues in the region to check their availability and costs
- Be mindful of your annual regional budget and decide whether to charge alumni a fee to offset costs
 - Note: If you have an annual budget, contact the Alumni Relations team 4 weeks prior to your event to handle payment. Avoid paying for an event with your credit card if you want to be reimbursed by the School. NYU's reimbursement process takes 4-6 weeks to receive payment and requires the following documentation:
 - Itemized receipt for items purchased
 - Credit card statement showing charge
 - Social security number
 - Address where check should be sent

Promoting the event

- Once a date and venue have been secured, contact the Alumni Relations team with all of your event details and they will post your event on SternConnect and email an invitation to local alumni. The Alumni Relations team should be contacted **at least 4-6 weeks before the date of your event** to ensure your communications go out on time.
- Many regional chapters also promote their events via Facebook, LinkedIn, and other social media outlets. If you would like your event promoted on the official Stern Alumni Facebook page, contact the Alumni Relations team.



Leading up to the event

- Send out a reminder email to the regional chapter about the event
- Confirm all location and catering details with the venue
- Prepare any materials you need for your event (e.g. name tags, table banner, Stern-branded items) – *note: if your region does not receive an annual supply toolkit but you would like materials, contact the Alumni Relations team 3 weeks before your event.*
- Enlist volunteers to help with registration at the event (checking people in, handing out name tags, etc.)

During the event

- Keep an accurate attendance list (who registered, attended, did not attend, walked in)
- Take pictures!
- Plan to speak for a few minutes to introduce yourself to the group, talk about how to get more involved in regional activities, and provide any updates about NYU Stern (including upcoming signature events, faculty news, etc.)

After the event

- Send the final attendance list (including alumni who were walk-ins or no-shows) to the Alumni Relations team
- Send any pictures from the event to the Alumni Relations team to use on the website or in future publications
- Evaluate the event to determine what did and did not work and keep those details in mind for future planning

Suggested Timeline for Planning a Regional Event

10 weeks before event

- Determine a date and venue
- If you plan to invite a speaker, contact the Alumni Relations team

8 weeks before event

- Confirm date with venue
- Send all event information to the Alumni Relations team to post on SternConnect and send out an email invitation

6 weeks before event

- Promote the event via Facebook, LinkedIn, or other social media channels your regional chapter uses
- Contact the Alumni Relations team if you want your event posted to the official Stern Alumni Facebook page



3 weeks before event

- Send out a reminder email to regional alumni to register for the event
- Enlist volunteers to help the day of the event (with registration, taking pictures, etc.)
- Prepare any materials from your supply toolkit that are needed for the event (e.g. name tags, table banner, Stern-branded items)
- If your region does not receive an annual toolkit but you would like supplies, contact the Alumni Relations team to discuss further

1 week before event

- Confirm all catering and A/V needs with venue
- Send out reminder email to alumni who have registered for the event

GUIDELINES FOR USING SUPPLY TOOLKIT MATERIALS

Regional leaders that receive an annual supply toolkit are responsible for managing these materials and distributing them appropriately to account for an entire year of regional programming. Below are some useful guidelines to consider when using supplies:

- If you use toolkit materials for an event, make sure they are appropriate for the type of programming being featured (i.e. pens/notepads are useful for educational events, key chains/flash drives are popular giveaways at social events)
- Be mindful of which events you choose to have toolkit materials for; every event does not require materials
- Make sure to collect any leftover materials when the event ends



CONTACT INFORMATION

If you have any questions, comments or ideas, please feel free to contact us anytime!

NYU Stern Office of Development & Alumni Relations
44 West 4th Street, Suite 10-160
New York, NY 10012
Email: alumni@stern.nyu.edu
Phone: 212-998-4040

Regional Chapters (questions related to planning events, sending out communications, etc.)

Erin Cuan
Associate Director, Alumni Relations
Email: ecuan@stern.nyu.edu
Phone: 212-998-4023

Regional Leaders (questions related to regional handbook, how to start a chapter, etc.)

Abby Dallett
Associate Director, Alumni Relations
Email: adallett@stern.nyu.edu
Phone: 212-992-6829



Frequently Asked Questions

How can I get an updated list of alumni in my region?

Biannually, each regional leader is provided with an updated list of alumni in their region to use throughout the year. Regional leaders are required to sign a confidentiality agreement and cannot share or distribute this information.

I have updated contact information for one or more alumni in my region. What do I do with it?

Email the updated contact information to alumni@stern.nyu.edu with the subject line "Updated Contact Info for ____ Regional Chapter." This information will then be updated in Stern's alumni database as well as the master contact list for that region.

My regional chapter needs additional funding for an event. What do I do?

Each region has an annual budget based on their level and the regional leader is responsible for planning events that are in line with that budget. Many events require little or no funding (informal happy hours, potluck dinners, community service activities), and costs can be supplemented by charging alumni for an event.

If a regional chapter feels that a specific event will significantly enhance the networking/professional/social opportunities for alumni in the region, please contact the Alumni Relations team to discuss further details and funding options.

I am organizing an event for alumni in my region. How can I get information posted on SternConnect? How can I get an invitation e-mailed to local alumni?

Contact the Alumni Relations team at least **4-6 weeks before the date of your event** and provide them with all of your event details. If the information is sent later, our office will do our best to accommodate your event but cannot guarantee it will be posted/emailed at your desired time.

Is the NYU Stern Office of Development & Alumni Relations able to provide any items for giveaways at alumni events I am organizing?

Domestic Level I/II and International Level I regional chapters are provided with a supply toolkit every September that contains Stern-branded items that should last them throughout the academic year. If a chapter requires additional items for an event or does not receive an annual toolkit, please contact the Alumni Relations team to inquire about extra giveaways.

How often are regional groups reassessed for new level rankings? How will I know if my chapter's level has changed?

Each regional chapter was analyzed using a variety of factors to determine its appropriate level. The data will be reassessed each year but it will be rare for a chapter to change levels unless there



is an extreme circumstance (influx of alumni in that region, strategic priority for the school, etc.). If a regional leader has questions or concerns about his/her respective level, please contact the Alumni Relations team.

I am organizing an alumni event and I would like a Stern dean or professor to speak. Is that possible?

Stern understands the importance of having meaningful content-focused events for our alumni around the world and the Alumni Relations team accepts requests for regional visits. However, due to the demanding schedules and heavy commitments of our deans and faculty, we are not able to accommodate every request. In these cases, the Alumni Relations team is happy to work with you to develop programming that will serve the strategic needs of your region. Please contact the Alumni Relations team to discuss further.

I have been a regional leader for several years and am ready to pass on my role. What do I do?

Inform the Alumni Relations team that you plan to step down as regional leader. It will be helpful for you to have some names in mind of alumni who could be a strong regional leader. The Alumni Relations team will then work with you to identify a successor and develop a transition plan.



Appendix A

Breakdown of Regional Chapters

Domestic

Northeast

Boston (Level I)
Hartford (Level II)
New Jersey (Level I)
Philadelphia (Level II)
Westchester-Fairfield (Level I)

Mid-Atlantic/South

Atlanta (Level II)
Austin (Level III)
Charlotte (Level II)
Dallas (Level II)
Houston (Level II)
South Florida (Level I)
Washington, DC (Level II)

Midwest

Chicago (Level II)
Detroit (Level III)
Idaho (Level III)
Indiana (Level III)
Minneapolis (Level II)
Ohio (Level III)

West

Denver (Level III)
Los Angeles (Level I)
Phoenix (Level III)
Salt Lake City (Level III)
San Diego (Level II)
San Francisco (Level I)
Seattle (Level III)

International

Asia

Beijing (Level II)
Hong Kong (Level I)
India (Level I)
Indonesia (Regional Affiliate)
Japan (Level I)
Korea (Level I)
Philippines (Regional Affiliate)
Shanghai (Level II)
Singapore (Level I)

Africa

East Africa (Regional Affiliate)
Egypt (Regional Affiliate)
Ghana (Regional Affiliate)

Australia (Level II)

North America

Bermuda (Regional Affiliate)
Mexico (Level I)
Monterrey (Regional Affiliate)
Puerto Rico (Regional Affiliate)
Toronto (Regional Affiliate)
West Indies (Regional Affiliate)

South America

Argentina (Level II)
Bolivia (Regional Affiliate)
Brazil (Level II)
Chile (Regional Affiliate)
Colombia (Regional Affiliate)
Peru (Regional Affiliate)
Venezuela (Regional Affiliate)

Western Europe

Belgium (Regional Affiliate)
Denmark (Regional Affiliate)
Finland (Regional Affiliate)
France (Level II)
Germany (Level II)
Italy (Level II)
Netherlands (Regional Affiliate)
Spain (Level II)
Switzerland (Level II)
United Kingdom (Level I)

Eastern Europe

Greece (Level II)
Latvia (Regional Affiliate)
Moscow (Regional Affiliate)
Poland (Regional Affiliate)
Turkey (Level II)

Middle East

Dubai (Level I)
Jordan (Regional Affiliate)
Israel (Level II)
Pakistan (Regional Affiliate)



Appendix B
Event Attendance Form

| Name | Degree | Year | Email Address | Interested in getting involved? |
|------|--------|------|---------------|---------------------------------|
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Appendix C Event Planning Checklist

Budget:

- Determine cost for venue
- Estimate number of attendees
- Catering costs per person (food, drinks, parking)
- Include events materials, if applicable
- Establish cost per person

Location:

- Location is central in area (easy access for majority of attendees)
- Parking is adequate; public transportation is available, if needed

Communications:

- Send event information to Alumni Relations team
- Promote event on social media (Facebook, LinkedIn)
- Send reminder email to those registered for event
- Send thank you to speaker (if applicable)

Facilities:

- Name of representative responsible for your event
- Lighting Controls
- Heat/Air Conditioning
- Arrange for music, if needed
- Room accessible to the handicapped
- Size of room is adequate
- Registration/Welcome table
- Set-up time

Materials:

- Sign-in sheet
- Name tags and related Stern materials
- Table Banner (if available)

Bar Arrangements:

- Cash bar is setup unless full bar is sponsored
- Confirm that other drinks will be available
- Decide time bar will open and close

Food Arrangements:

- Determine program and timing of food presentation
- Select hors d'oeuvres chosen and determine per plate price
- If time is short (particularly at lunch), ask that first course be preset
- Confirm deadline for submitting the guaranteed number of attendees
- Discuss billing arrangements

Hospitality:

- Determine where to meet speaker(s) prior to event
- Decide if a small gift for the speaker or special guest is appropriate
- Select alumnus or alumna (chapter leader) to act as hosts for the event



Appendix D

Sample Events

Social:

- Monthly happy hour
- Networking events with alumni from other business schools/other NYU schools
- Holiday party
- Wine/beer tasting
- BBQ
- Athletic events

Educational/Cultural:

- Career development seminar
- Theater event
- Museum visit
- Cooking classes
- Gathering around local or annual events (e.g. Shakespeare in the Park, Symphony)

Student/Alumni Networking:

- Welcome reception for new students hosted by local alumni
- “Welcome to the chapter” reception to welcome new graduates to the area
- Assistance with MBA student treks and admissions events

Community Service:

- Service project (e.g. collaborate local community organizations such as Habitat for Humanity, Special Olympics)
- Toy drive
- Clothing drive
- Book drive
- Help with voter registration

Family-friendly:

- Family day at the zoo or circus
- Family BBQ or picnic
- Family day at the amusement park