The Art of Event Planning

By Judit Jakab & Szilvi Molnar
Event planning....all you need to know!

• Identify possible dates
• Choose the place to host the event on time
• You’ll need two weeks to advertise
• Come up with interesting program elements that most suit your chapter
• Send personalized invites & use different channels to promote: Email + Social media + Phone
• Invite should include: Time, date, venue, program elements and teaser!
• Ask people to confirm their attendance
• Let us know so our office can market it on our web & promote it on your behalf.
• Take lot’s of pictures, film parts of the event if you can and send us a summary of highlights!
Event ideas and examples

Educational

• Event with a local faculty speaker
• Local alumni speaker

Kazakhstan chapter organized an event at KIMEP University, hosting an opening lecture by Columbia University Professor Rafis Abazov, plus a screening of the 15-minute cut of Peter Almond’s documentary ceu20.

The evening continued at a local restaurant, for networking and refreshments.
Cultural

- Museum or art exhibitions
- Monument or landmark tour
- Theater performances
- Guided walking tours
- Lectures, workshops /mini concerts
- Book signings

The Budapest CEU Alumni Club hosted an interactive workshop, "The Art of Office Intrigue: (Mis)communication in the Workplace," presented by CEU alumna and debate trainer Maja Nenadovic. The event included live music, performed by two of this year's Alumni Scholarship Recipients.

Bulgaria Chapter hosted two presentations by alumnus Evgeni Evgeniev on national and cultural innovation in Bulgaria. The event was also accompanied by live music by local alumni.
Social

• Welcome new graduates or alumni to your area
• Food parties - oyster roast, crab feast, clam bake, chili fest
• Wine/Beer tastings
• Book clubs
• Movie nights
• Annual Dinner - consider a tradition of honoring a local alumnus
• Lunch gatherings
• Monthly social gatherings at a local bar or restaurant – including interactive games
• Ice-skating
• Seasonal gatherings: Christmas parties like in Kazakhstan

The Belarusian chapter of CEU Alumni & Friends celebrated its 10th anniversary during a December 27th reunion in Minsk. Held at a local café, the meeting was opened by chapter leader Siarhei Salei, who spoke of the chapter’s history and activities.
Social continued.

Lithuanian Chapter introduces regular alumni lunches in Vilnius!

Chapter in Beijing crafted a CEU image together!

Alumni & Friends in Mongolia chapter met in Ulan Bator and elected representatives by using an interactive game!
Professional Development

• Company or facility tours
• Financial seminars
• Career or networking seminars
• Speed networking
• Career & Education fairs
• Student Recruitment visits
Family Friendly

- Day at the zoo
- Boat Cruises
- Science or children’s museum
- Picnics/Barbeques
- Theme parties - holiday, pool/beach
- Attend a local sporting event
- Host a game watching party
- Recreational team sports: tennis, bowling, biking, hiking, etc.

**Moscow-based alumni chapter leaders,**
Xenia and Liubov invited all CEU alumni as well as the newly admitted CEU students who haven't departed for Budapest yet, for a picnic with sports, games, fun and recreation!
Fundraising elements

- Business card draw for lottery game to win CEU goodies
- Pub quizzes: Enter your team, win and donate money to CEU
- Cake party & cake selling
- Wine tasting with participation fee
- Watching a game & bidding
- Grab bag sale event of donated goods, people only find out what’s in there after purchasing
- Competitions and team buildings, for e.g.: dart tournaments: charge symbolic participation fee that goes towards donation and the winner can win CEU goodies or other symbolic gifts

The Kyrgyz Alumni Chapter have formed a team to compete at quiz nights in Bishkek pubs. The idea is that any money the team wins will be donated to the CEU Alumni Campaign.

Dressed in CEU Alumni Campaign t-shirts to increase the university’s brand visibility in Bishkek, and also hoping to win some prize money in the game process!