



# The Art of Event Planning

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# 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 27<sup>th</sup> 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!

