

University Speaker Series

KEY ELEMENTS

- Profile a prominent University Speaker, “Bringing Villanova to Villanovans”
- Obtain “insider” information about the University
- Build a strong local chapter identity
- Attract at least 50 alumni, family or friends

Before Activity Planning

VUAA Staff

- Obtain University speaker, arrange travel
- Select date and location with chapter input
- Market event with targeted invitation
- Accept registrations and payment at VUAA
- Provide raffle and give away items, approx 1 item per person, 1 raffle items per 10-15 guests

Chapter Leadership

- Visit and report on event site
- Encourage all leadership members to attend
- Make personal phone calls and e-mails to local alumni about event
- Purchase gift for speaker
- Send news release to local press

During Activity/Event

VUAA Staff

- Develop event time line and speaking points
- Arrive an hour before the event, meet volunteers, review event timeline
- Introduce speaker to chapter volunteers
- Meet and mingle with alumni and guests

Chapter Leadership

- Arrive an hour prior to event to prepare room, staff registration table, sell raffle tickets, take photos
- Greet, mingle with guests, new volunteers
- President and/or event coordinator will speak, welcome guest, talk about chapter,
- Present gift to speaker

Follow-up to Activity/Event

VUAA Staff

- Reconcile payments, settle all accounts with on site location
- Provide final list to chapter
- Obtain post event summary form, record info, follow up on any open items

Chapter Leadership

- Complete post event summary form
- Send news release and photos to local press
- Send thank you note to University Speaker
- Follow up with alumni who attended event



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UNIVERSITY
ALUMNI ASSOCIATION