experience

- Active student in Class Councils and other Student Activities
- Former Student Worker at AFS – Aggie Ring Office, Traveling Aggies, Receptionist
- First Program Coordinator in TAMU Admissions and Records
- Currently celebrating five years as a business owner!

Ring Dance Director
Current look at recent weddings.
WHO - Former Students, yes, but any particular group within? Remember to know your audience. Don’t plan pub crawl if the majority of your intended guests are married w/ young children type of guests, and similarly don’t plan a weekday luncheon for new/fresh graduates who can’t necessarily break away for long lunches early in their career. Consider the audience of your area cub, constituent network, etc. and what might be best to gather this audience together.

WHAT - Networking, game watching, breakfast. Give your descriptive event type and/or name.

WHEN - Date including day of the week where possible.

WHERE - Location including facility name and complete address. Use Google maps to insure there are no map challenges.

WHY - Briefly explain the purpose of the event (i.e. Join together to cheer on our Ags against TCU!)

HOW can be use for parking details specific to the venue, how they invitee is able to RSVP or register, or the like. You show your guest how much you care about their experience when you give them all of the information they need to access the venue or prepare for the event. Use your RSVP link to gather
information from the guest.

- When preparing your event details, don’t jump the gun and send out an invitation if you don’t yet have all of the above details. Your email lists further may not have the full grasp of your potential audience. Make sure to utilize AFS for help distributing your event information!!!
• Common expectations for your event budget are beverage, food, and of course your venue.
• There’s more to the story than just these items.
• Beverage
  • Bar package – For example, beer and wine, beer/wine/bottom shelf liquor, beer/wine/top shelf liquor.
  • Bartenders and bartenders for additional guests above a certain number.
  • TABC licensing and regulations (or similar in other states).
  • Additional non-alcoholic options for guests with a sober lifestyle or those under the age of 21.
• Food
  • Service charge (often 20-22%)
  • Gratuity – occasionally included, sometimes additional, otherwise expected
  • Tax
  • Staff – depending on the service you solicit from your caterer, there
could be a number of additional staff needs

- Venue
  - The additional cost extras here could be truly significant.
- Overall, don’t be defeated by this, rather simply be prepared and plan ahead.
Our former student network is diverse which means our audience has a variety of needs. Offering a routine venue (perhaps this is a game-watching location) may not welcome former students with certain needs. Guests in a **sober lifestyle** might prefer to avoid bars or events serving alcohol, but for those that can be around a beverage, why not offer a **juice bar** which is also something the children invited to your event can enjoy! Take a look at what you are offering. Is there more than beer available?

Again, **KNOW** your audience. Does your area have a prominent guest need for those attending your event? Are you accommodating this need?
Your leadership of your officers, agents, and volunteers is greatly effected by your ability to show them positivity for the event you are all hosting together. Especially as it related to volunteers, it’s helpful for them to know and understand how their involvement directly impacts your club or class and the affinity they feel towards Texas A&M through this as well as future events. As we all work to continue the efforts of the Association of Former Students and support of Texas A&M, these volunteers working with you to translate those efforts to our network. The aid of volunteers has a significant impact! Take time to connect with volunteers following an event to share how they made an impact by serving.
• Plan Ahead – Start planning now, even if it’s gradual. While there may be venues, etc. out there that offer last minute deals, people in general are more aptly able to work with you by planning early. You also give yourself and your fellow volunteers in your club/network the opportunity to spread by word-of-mouth longer.

• The Association is here to help you!
  • Utilize what’s available to you including their ability to send communication on your behalf. Did you know the timing of the email could impact how many people open and read the email?
  • FindAnAggie on AggieNetwork.com could be your best friend based on many of the regional things we discussed in our breakout session. Search for people in hospitality, events, and the like in your area or within your network to see if they may be able to better assist with details which might be affected by your regional details.

• If the invite isn’t going out a month in advance or more, then don’t
bother with the event. Consider another time-frame for the same event you have conceptualized.
FTA
Class of '06

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