

# Standard Operating Procedure (SOP)

## Event Planning and Coordination for Alumni Gatherings

This SOP details the comprehensive process of **event planning and coordination for alumni gatherings**, covering initial concept development, budgeting and resource allocation, venue selection and logistics, invitation and communication strategies, program scheduling and entertainment arrangements, vendor and supplier management, on-site event execution, and post-event evaluation. The objective is to ensure seamless organization and successful alumni events that foster networking, engagement, and community building.

### 1. Initial Concept Development

1. Define the event objectives and intended outcomes.
2. Identify the target audience and estimated number of attendees.
3. Form an event planning committee and assign roles/responsibilities.
4. Develop a preliminary event theme and format.
5. Set a tentative date/range for the event.

### 2. Budgeting and Resource Allocation

1. Prepare a detailed event budget, including contingencies.
2. Identify and allocate required resources and personnel.
3. Seek sponsorships or partnerships if necessary.
4. Monitor and regularly update the budget throughout planning.

### 3. Venue Selection and Logistics

1. Determine venue requirements based on expected attendance and event format.
2. Research, shortlist, and visit potential venues.
3. Confirm venue availability and make reservations.
4. Coordinate venue layout, seating, equipment needs, and accessibility.
5. Arrange transportation and parking, if needed.

### 4. Invitation and Communication Strategies

1. Compile and validate the alumni contact list.
2. Design and send save-the-date notifications.
3. Develop and distribute formal invitations (email, mail, social media, etc.).
4. Implement RSVP tracking and follow-up communications.
5. Maintain regular updates via chosen communication channels.

### 5. Program Scheduling and Entertainment Arrangements

1. Develop a detailed event agenda and run sheet.
2. Identify, invite, and confirm speakers, hosts, and special guests.
3. Select and book appropriate entertainment (music, performances, etc.).
4. Organize activities, networking opportunities, and alumni recognitions.
5. Ensure time is allocated for key engagements and sessions.

### 6. Vendor and Supplier Management

1. Identify required vendors (catering, AV, decorations, etc.).
2. Solicit quotes and select suppliers based on quality and budget.
3. Negotiate contracts and confirm deliverables with each vendor.
4. Coordinate logistics, delivery schedules, and payment terms.
5. Conduct regular check-ins with vendors to ensure timelines are met.

## 7. On-site Event Execution

1. Conduct a pre-event walkthrough with staff and vendors.
2. Supervise event set-up, registration, and guest services.
3. Ensure smooth program flow and adherence to the agenda.
4. Troubleshoot and resolve any on-site issues promptly.
5. Monitor guest satisfaction throughout the event.

## 8. Post-Event Evaluation and Follow-up

1. Conduct a post-event debrief with the planning team.
2. Distribute thank-you notes to attendees, speakers, and partners.
3. Collect feedback from participants via surveys or interviews.
4. Document lessons learned and recommendations for future events.
5. Finalize all vendor payments and administrative tasks.
6. Prepare a final report with outcomes and improvement areas.

*Effective Date:* [Insert Date]

*Prepared by:* [Event Coordinator Name/Team]

*Reviewed and Approved by:* [Supervisor/Authority]