**Alumni Event Planning ABC’s…with ARGOS and IModules**

MBUG Conference-Lori Bobo-Mississippi College

Monday, September 12, 2016

1. Establish Date/Location
   1. Check Master Calendar
   2. Contact Previous Committee Members
   3. Check President’s Calendar
2. Extract Database
   1. Determine Zip Code Radius for Event Location
   2. Utilize **ARGOS** Report System for Given Geo-Region
      1. Establish List Parameters
      2. Determine Any Exclusions
   3. Establish Area Committee
3. Event Planning
   1. Establish Event Type with Committee
   2. Distribute Alumni Lists to Committee Members
      1. Emails
      2. Calls
      3. Social Media
   3. Event Logistics
      1. Deposits
      2. Sound/Technical
      3. Campus Communication
   4. **iModules**
      1. Enter Event
      2. Establish Registration Page and/or Payment Page
      3. Establish Email Notification Calendar
4. Communication and Marketing
   1. Direct Mail Piece
      1. Mailing List-**ARGOS**
      2. Design Element
      3. Establish Timeline
   2. Email Blasts
      1. Email List-**ARGOS**
      2. Final Proof of Email-**IModules**
   3. Social Media
      1. Facebook Posts
      2. Twitter Posts
      3. Website
   4. Telephone
      1. Contact List-**ARGOS**
      2. Committee Follow Ups (reminders to registrants-**iModules**)
5. Event Execution
   1. Event Documentation (Sign In Lists-**IModules**, Personal Info Updates, etc.)
   2. Thank Yous
   3. Event Summary
   4. Database Updates