Engaging Alumni

Before the Event

- Confirm event information with your venue (if necessary).
- **Always be early for your own event.**
- Check your registration list.
- Assign board members to speak to a certain number of guests at the event.
  - Goal: Every guest should speak to at least one board member at the event.
- Strategically target repeat customers.
- **Plan to stay for the entire event.**

At the Event

- Provide name tags, a sign-in sheet, and club business cards.
- Display your name tag prominently on your right lapel.
- Ask their name, graduation year, and major at USC. Tell them yours.
- Make mental notes or actual notes on their business card.
- Offer your business card.
- Ask how they heard about your event. Make sure they are signed up for club communications.
- Tell them your purpose for having the event.
- Ask if they have attended anything else recently and if they enjoyed themselves.
- For repeat customers, ask them what brought them back. Recall/reference previous conversations.
  - If they had a question, make sure to answer it or make plans to follow up.
- Tell them about your next few events.
- Ask them if they would like to help.
- Tell them you are looking for ideas for future programs.
- Ask them what they need from USC.
- Ask them how they want to give back to USC.

After the Event

- **Follow up with a thank-you email. Include pictures on Facebook.**
- Send personalized emails to guests with whom you made a connection. Answer any follow-up questions you may have received while engaging them or let them know you will when the information becomes available.
- Remind guests of upcoming events.
- Give “homework” – including bringing a friend to the next event and sharing their ideas for future events with you.
- Give incentives for staying involved.