PARTH CHAUHAN
F2024A1PS0261P

ALUMNI REUNION AND SAM

1. Event Overview

A) EVENT NAME — Alumni Reunion and SAM(Student Alumni Meets).

B) OBJECTIVE   — Strengthen ties between Alumni and students and also
   to provide connections and share their experience.

C) GUESTS   — Alumni from 2010 - 2014

D) DATE OF ACTIVITIES — 26- 28 FEB AND 5 - 8 MARCH

E) ACTIVITIES   — a) Tech Seminar
   b) Quizzes on various domains
   c) Startups CEO and Co- founders journeys
   d) Quizzes on Startups

F) VENUE   — On-Campus and zoom calls for those who could not come.

2. Timeline

PHASE	ACTIVITIES	TIMELINE
Attendees	Make a list fro all those who are attending and their accommodations and giving them invitations	20/02/2025
Planning	Finalize Budget, Team appointment	24/02/2025
Promotion	Releasing posters and campaigning	20/02/2025 - 25/02/2025
Tech Seminar	A review of how BITS have contributed to world through these years	26/02/2025 — 6:00 PM
Quiz 1	Quiz of the startups from BITS	27/02/2025 — 7:00PM
Speech	Mr. ABC Roy journey	28/02/2025. — 6:00PM
Meets	Arranging meets for batchmates	5/03/2025. - 6/03/2025

PHASE	ACTIVITIES	TIMELINE

3. Alumni Outreach

A) DATABASE — Use existing alumni database; update contacts via LinkedIn and email.

B) COMMUNICATION CHANNELS — Personalized emails social media posts.

C) ENGAGEMENT PLAN — 1) Share teaser videos about the event.
        2) Offer incentives (certificates, networking opportunities).
        3) Create a WhatsApp group for better coordination.

4. Publicity and Promotion

A) BRANDING — Design event logo and posters.Create a hashtag: e.g., #SARCNetworking2025.

B) PLATFORMS — Instagram, LinkedIn, college website, and email campaigns.

C) PROMOTIONAL ACTIVITIES — Pre-event webinars or live sessions with notable alumni. Countdown posts and "Alumni Spotlights" on social media.

D) COLLABORATIONS — Collaborate with the student body for word-of-mouth promotion.

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5. Logistics

A). VENUE SETUP — eating arrangements, stage setup, audio-visual equipment. Allocate rooms for breakout sessions or one-on-one mentoring.

B). TECH REQUIREMENTS — Online registration portal.Zoom links for virtual attendees.

C). CATERING — Plan snacks and beverages for in-person attendees.

D). TEAM ASSIGNMENTS — Clearly define roles (e.g., Registration Desk, Stage Management).

E). EVENT EXECUTION — 1) Welcome Session
2) Icebreaker games and discussion panels.
3) Dedicated time slots for student-alumni interactions.
4) Short performances by students to keep the audience engaged.

F). CLOSING CEREMONY — Thank-you notes and mementos distribution.

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6. Additional Activities BROWNIE :)

A). SPONSORSHIPS — Reach out to local businesses or alumni for sponsorships. Offer branding opportunities at the event.

B). POST EVENT MANAGEMENT — Share photos, videos, and testimonials on social media. Publish an event summary in the alumni newsletter. Maintain a contact list for future events.

C). FEEDBACK — Conduct surveys (Google Forms) to evaluate the success of the event.

D). EVALUATION — Attendance rate (physical + virtual). Engagement on social media (#SARCNetworking2025). Feedback ratings from attendees.

7. Estimated Budget

EXPENSE BUDGET	DETAILS	Cost
Venue & Tech Setup	Audio-visual equipment	10,000
Promotion	Posters, social media ads	5,000
Catering	Snacks and beverages	20,000
Mementos	Custom gifts for alumni	30,000