



PanIIT USA Chapter Support

HOW TO HOLD A SUCCESSFUL ANNUAL PICNIC

- **ORGANIZING:** This is a social event and spouses should be involved in organization. Alums may take backseat and allow spouses to run. This increases family participation and networking at family level. This is also an outreach events to enroll new alums.
- **SCHEDULING:** This event works be planned 3 months in advance and following factors should be considered:
 - Every starts planning summer well in advance so help alums plan their schedule around PanIIT event.
 - Group picnic spots at popular parks get booked well in advance.
 - Conflict with school and major events in the town should be avoided.
 - Avoid long weekend.
- **VENUE:** The chapter should consider holding it at different park so that beauty of each venue can be enjoyed. Explore activities and sports that venue offer before deciding. Ensure venue offers fun activities for kids and adults both.
- **ACTIVITIES:** Plan party games, activities and sports and engage family members of all alums. Parallel activities may needs to be planned. Example: Some may play cricket or football while other may play card game.
- **INTRODUCTION:** Introduce all alums and their family members. Ensure new members are not left out.
- **ACKNOWLEDGING SPONSORS & VOLUNTEERS:** Each event should conclude with a “token” appreciation for the sponsors and volunteers.
- **PROMOTING THE EVENT:** Success for each of these events was driven by five emails and by leveraging other channels:
 - Email 1: Initial email to block date for Picnic. This should be done as soon as date is finalized.
 - Email 2: Picnic Detailed. This should be sent 4 weeks before the event.
 - Email 3: Reminder 10 days before the event
 - Email 4: Reminded 4 days before
 - Email 5: the night before.
 - Social Media: Post event on social media
 - PanIIT Newsletter: Email PanIIT US Chapter Liaison to post on newsletter.

The email should picnic venue detail and map. Chapters should consider using event management software like evite.

- **FOOD:** Pot-Luck or catered food.
- **RECOMMENDED AGENDA:** Ideal length of the event should be 4 hours.

- Food: Snacks and Networking First 30 minutes
- Picnic Activities: 2 hours
- Lunch: 1 Hour
- Chapter News: 10 mins
- Networking: 20 mins
- FEEDBACK: The chapter may consider gathering feedback from the attendees to plan for future events.
- PR: The chapter may consider posting pictures on various social media or Indian newspaper.

DEVELOPED WITH THE ASSISTANCE OF PANIIT CHAPTER OF GREATER HOUSTON