



International Alumni Events Guide

(Highlighting Background & Tips For Zinck's Night)

What is Zinck's Night?

- A world-wide, annual social event, founded in honor of Ithaca saloonkeeper, Theodore Zinck, on the third Thursday of every October ([click to read about the history and view a message from Mr. Zinck.](#))
- An evening dedicated to celebrate Cornell in a convivial and fun way, and an opportunity for Cornellians around the world to share a common experience, within a defined time period.

Tips for Zinck's Night:

- Pick a local bar, pub, or restaurant that serves food
- Let guests know if your venue has age restriction
- Tag photos with #CUZINCKS

Best Practices For Planning An Alumni Event:

Venue	<ul style="list-style-type: none"> • Aim for a private space or a venue that can section off a portion of the bar/restaurant for your use • In commuter communities, consider a venue that is accessible by public transportation • Bonus points if the venue is owned by a Cornellian
Timing	<ul style="list-style-type: none"> • Account for work/family activity schedules and commuting time
Guest List	<ul style="list-style-type: none"> • Alumni, degreed or non-degreed should be invited to all events • Alumni Affairs can also help invite current students and their parents as well as other friends in the community by request
Event Branding	<ul style="list-style-type: none"> • Brand the event with a Cornell banner, table covering, and/or red and white balloons • Encourage guests to wear Cornell gear where appropriate

A typical event planning timeline:

8-12 WEEKS OUT

- Begin researching and contacting venues about availability and packages (including A/V setup).
- Keep a record of each option's details: contact information, capacity, reservation requirements, if there's a private event space, payment policies, etc.
- Inquire about pricing and payment method (is a deposit, purchase order, or credit card authorization needed?)

6-10 WEEKS OUT

- Make a reservation at your chosen venue.
- Set the ticket price to break even; consider tiered pricing structure for different constituent groups (e.g., students, young alumni, junior family members) where appropriate
- Share event details with us via the [event heads-up form](#).

5-8 WEEKS OUT

- Where appropriate, Alumni Affairs (AA) staff creates Registration and See Who's Coming pages and drafts e-announcement for event organizers' review
- AA staff sends out e-announcement to identified audience list and posts the event on the alumni events [page](#).
- Local coordinators post event to social media platforms
- Local coordinators and AA staff plan a schedule for reminder emails leading up to the event date

3-5 WEEKS OUT

- Local coordinators and AA staff monitor registration status to assess marketing needs and manage registration changes and cancellation as they arise
- Local coordinators decide on menu with venue, if applicable
- Continued marketing via email and social media as scheduled and necessary

2-4 WEEKS OUT

- Local coordinators identify volunteers to manage check-in/take attendance and record names of walk-ins
- Local coordinators confirm A/V resources (e.g., slide shows, ppt, or any other audio-visual materials)

1 WEEK OUT

- AA staff send a "Last Call" email if appropriate
- AA staff sends local coordinators registration list and electronic name tags where appropriate
- Local coordinators confirm final number with venue

DAY OF

- Local coordinators coordinate all logistics with venue and leads program on site
- Local coordinators gather accurate attendance information and takes photos at event

DAY AFTER

- Local coordinators send attendance list, including walk-in names, electronic event photos, and any feedback, to AA staff.