

## Regional Class Pre-Reunion Events

A Wharton Pre-Reunion Event (whether it is a **Reunion on the Road** event or a **Class-Planned event**) is a great opportunity to gather as a class, focus on networking with fellow classmates, and create excitement for MBA Reunion Weekend. Both **Reunion on the Road** and **Class-Driven Pre-Reunion events** are typically a cocktail reception with a recommended length of one to two hours.

### Reunion on the Road

*Reunion on the Road* is an event series for all current reunion-year alumni sponsored and planned by Wharton Special Events, Alumni Relations, and Marketing & Communications.

- Wharton Marketing & Communications will send e-blast invites; the Committee is responsible for helping to market the event through peer-to-peer outreach via email and social media.
- Wharton will work with the Committee to identify cities and locations for these events and will secure the venue and manage all logistics for the event, as well as registration.
- There will be a small fee to attend which will cover open beer & wine bar and food.
- Wharton Special Events and IT staff will support these events.
- All Reunion on the Road events will also be posted on the Class Page on Reunion website.
- Alumni who attend these events will receive a discount code to use when they register for MBA Reunion Weekend for \$25 off the total cost.
- Wharton Events will send branded cocktail napkins, branded votive holders, printed name badges with magnetic holders, and tabletop signage.

### Class-Planned Pre-Reunion Events

*Class-planned events* are for all current reunion-year alumni sponsored and planned by the class Committee, with some support from Wharton.

- The Committee is responsible for reserving space at a bar, restaurant, or classmate's home for their Pre-Reunion class gathering.
- In order to avoid multiple Wharton events in the same region, the date of event must be approved by Wharton Special Events & Reunion teams prior to marketing the event.
- The Committee is responsible for negotiating deals with the venue for food and/or drink specials.
- Wharton will contribute a sum of money towards food or the first round of drinks.
- Wharton Marketing & Communications will not send e-blasts on behalf of the committee to promote the event, but will provide a branded email template for the Committee to use for peer-to-peer outreach. The Committee is strongly encouraged to promote the event through social media outlets as well. Wharton AR Liaisons may also assist in marketing of the Pre-Reunion event.
- Event information will also be posted to Class Page on the Reunion website. Wharton requests a two-week lead time before the event to add information and registration links.
- Wharton Reunion Team Liaisons will attend the event and provide table-top welcome signage, branded cocktail napkins, sticky name tags and sharpies. Wharton will also provide a small Reunion-branded giveaway for attendees. If a Wharton liaison is unable to attend the event, these branded items will be shipped to the venue in advance of the event.