



'Canes Community Events

OVERVIEW

Events are the primary medium for which 'Canes Communities engage and connect with their constituents. It is important to remember that for many constituents attending an event is often times their first impression of the 'Canes Community and the University of Miami Alumni Association. With this in mind, 'Canes Communities should pay careful attention to all event-related details to maximize guests' satisfaction with their overall event experience.

TYPES OF EVENTS

- **'CANES COMMUNITY-HOSTED EVENTS:** Events where the 'Canes Community manages all aspects of the event, including event planning, event logistics, and event marketing. *Examples: community service projects, social mixers, and museum tours.*
- **UM ALUMNI ASSOCIATION/'CANES COMMUNITY-PARTNERED EVENTS:** Events where the UM Alumni Association provides event marketing/operational support, and the 'Canes Community manages event logistics. *Examples: Welcome to the Neighborhood, UM Football Game Watch Parties, and Global Networking Night.*
- **UM ALUMNI ASSOCIATION-HOSTED REGIONAL EVENTS:** Events where the UM Alumni Association manages all aspects of an event in a 'Canes Community's geographic area, including event planning, event logistics, and event marketing. UM Alumni Association Regional Engagement Team will coordinate with 'Canes Community leadership to help with event marketing and with event logistics (i.e. helping with on-site event registration). *Examples: We Are One U Tour with President Frenk, and National/International Tours with Distinguished Academic Speakers.*
- **UM (NON UM ALUMNI ASSOCIATION) HOSTED REGIONAL EVENTS:** Events where a UM school/college/department (outside of the UM Alumni Association) hosts an event in a 'Canes Community's geographic area. UM Alumni Association Regional Engagement Team will coordinate with the UM school/college/department to determine potential involvement opportunities for the 'Canes Community to help with the event. *Examples: Hurricane Club Coaches Tour, and School of Business Administration Networking Event.*