

How to Plan a Successful Event



Where Do I Start?

1

Start by taking into consideration what type of event you are trying to host whether that be a meeting, lecture, workshop, live performance, banquet, etc. Additionally, you will want to consider a variety of factors including your preferred date, time, location, number of attendees, room layout, as well as audio/visual configurations.

View our Building Diagrams and Venue Setups

Request Space

2

Once you have figured out the logistics for your event as proposed in step one, visit the **University Events website** to learn about the process for requesting and scheduling events on campus. If you are already familiar with the process, head to 25Live to submit your request. Reservation requests can be submitted up to three years in advance. If you need space outside of the three Student Centers buildings, contact the special campus area directly (i.e: housing spaces, athletic fields, recreation facilities).

Receive Confirmation

3

Before moving forward with additional steps, ensure that you have received written confirmation of your space reservation and have reviewed it for accuracy. If you have not received a confirmation for your event, please contact University Events at gmuevent@gmu.edu.

Submit Requests for ES

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To view both audio and visual setup options, visit our **Buildings Diagrams and Venue Setups** page. While additional services do come at a charge, an estimate can be requested three or more weeks before your event date through the Event Services Request Form. These changes can be adjusted as necessary throughout the planning process to meet your event and budget needs. When submitting a request, consider when you will need furnishings and equipment to be set by, and any necessary rehearsal time.

Event Services Request Form

Reviewing Your Event Quote

Submit Requests for Other Services

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In addition to the room reservation, production equipment, and furnishings, your event may require additional services to be successful. Consideration should be given to catering, parking, special events staffing, and facilities. If your event requires catering services, you can order food/drink and table linens through Mason Catering or through any of these approved caterers:

Catering

Parking

Special Events Staffing

Facilities (power distribution, special room heating/cooling requests, and house-keeping)

Your University Events 25Live scheduler can put you in contact with parking, police, facilities, and other service departments as necessary. Be sure to communicate any needs during your scheduling and event planning process, and to contact any necessary offices a minimum of three or more weeks in advance to schedule their services for your event.

Approved Catering

Review Other Event Documentation

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Once any documents or estimates have been received, they should be reviewed for accuracy, both, in terms of the services to be provided as well as the event information, including date, time, and location. Any necessary changes or alterations should be communicated to the service provided as

soon as possible to ensure that they are able to accommodate these changes.

As the event date gets closer, all documents should be reviewed for accuracy. If event attendee registration or interest indicates that a larger or smaller setup should be needed, or if the timing of the event has changed, that information should be updated in 25Live, Mason360, all diagrams for the event, and any service orders. Day-of, on-site changes may not be possible. It is important to confirm this information a week or two before your event. Be sure to share any helpful materials with the Event Services team (such as run of show, an agenda, event handouts, etc.) so our staff are prepared to help keep the event on schedule and can answer any questions if approached by an attendee.

Advertise Your Event

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We encourage the advertising process to begin after your services are confirmed. Always double check the specific details of your event including date, time, and location. Visit our [Advertising](#) page to learn about promotional opportunities available through Student Centers including kiosks, flyers, easels, and outdoor freestanding displays. You can also have your event listed on the Today@Mason calendar by contacting your event scheduler.

Final Event Review

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Approximately two weeks before your event, verify with the respective departments and representatives that all your event details are confirmed and ready to go. Make sure you know who to contact if you have last-minute needs on your event date. If you have questions or need to make changes to your event details prior to the event date, contact your event scheduler from University Events and any applicable representatives and departments (such as Event Services or Catering) as soon as possible. Please note charges may be applied for last-minute changes in venue location, venue setup, or production needs.

Day of Event

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Your Student Centers event space will be accessible starting at the pre-event time listed on your space confirmation, or at least 15 minutes before your event time. If you need assistance after arriving on-site, you can reach our team by calling [703-993-8919](tel:703-993-8919). To avoid any excess charges from Event Services, make sure to leave the room clean and free of any incidental damages.

[View Event Policies, Procedures, and Guidelines](#)

Event Follow-Up

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Following your event, reflect with your team on what went well, as well as any areas for improvement, and document those notes for reference when planning your next event. Use these notes to provide

any relevant feedback to your vendors and service providers. Event Services will provide you with a link to a survey following your event with your invoice or through your room reservation, or email es@gmu.edu.

Be sure to re-confirm your payment method for any services ordered for your event. These invoices will typically post in the month following your event (for Event Services, invoices will typically post on or around the 15th of the month following your event).