

### VIRTUAL EVENT FORM

Please download and email the completed form to April Grayson at [agrayso@gmu.edu](mailto:agrayso@gmu.edu).

Faculty and Staff who plan to hold a virtual event(s) outside of a class meeting must complete this form. Completing the form should take no more than 10 minutes.

If you have any questions or need help with an event, please contact the Schar School’s events manager April Grayson at [agrayso@gmu.edu](mailto:agrayso@gmu.edu). April oversees the backend logistics for events and can help (or direct you to people who can help) with many technological issues, including Zoom registration, security, setup and monitoring.

Once April has received the form, she/her delegates will do the following:

1. post it on the Schar School calendar or inform you if there is a scheduling conflict;
2. per university requirements, register the event via the 25Live platform. This will ensure that the event gets posted to *The George* via Today@Mason and that you will be eligible for university-supplied technological assistance;
3. when applicable:
  - a. notify the Schar School’s offices of marketing and communication. Buzz McClain and/or Priscilla Tran may be in touch to discuss ways to publicize the event.
  - b. ask Jill Deering, Travis Major, and/or Shannon Williams to market the event to current and perspective graduate and undergraduate students.
  - c. engage Zavin Smith for development purposes.

To ensure that your event can be fully promoted to external audiences, please be sure to submit this form at least three weeks ahead of time. Please note that registration is required for all Schar School virtual events.

#### Section A: Contacts, Dates, and Cost

Your Name: \_\_\_\_\_

Event Name: \_\_\_\_\_

Additional Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

One-time event

Recurring event

Event Date(s): \_\_\_\_\_ Begin/End Time(s): \_\_\_\_\_

***I have checked the Schar School Events Calendar and Faculty Meeting calendars for conflicts.***

If you anticipate costs or revenue, ***what is the relevant org number(s)?*** \_\_\_\_\_

#### Section B: Participants/Presenters

*Please identify the event Moderator and Presenters; up to 3 presenters can be spotlighted (bios & photos) on the registration page. Please attach photo(s) and bio(s) to this form.*

Event Moderator Name: \_\_\_\_\_ Email: \_\_\_\_\_

Presenter/panelists Names & Emails:

Do you require a “dress rehearsal”?  Yes  No If yes, immediately before the event  or 1-2 days before the event

Are you working with an organization(s) from outside the University?  Yes  No

If yes, please list the organization(s) and any relationship with the Schar School

In what ways does this event and its participants reflect the diversity (in terms of gender, race, ethnicity, etc.) of the Mason community?

### Section C: Audience

How many people do you anticipate will attend this event? \_\_\_\_\_

*Note: Zoom Meetings have a maximum capacity of 300; Zoom Webinars have a maximum capacity of 500.*

Is this event closed or by invitation only?  Yes  No

This event is open to the following audience(s) – please check all that apply

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Schar School Alumni          | <input type="checkbox"/> Schar School Undergrads | <input type="checkbox"/> Schar School Graduate Students |
| <input type="checkbox"/> Schar Prospective Undergrads | <input type="checkbox"/> Schar Prospective Grads | <input type="checkbox"/> General Public                 |

### Section D: Registration

Would you like any additional registration information to be required besides first name, last name and email? Is so, please check all that apply:

- |                               |                                |                                       |  |
|-------------------------------|--------------------------------|---------------------------------------|--|
| <input type="checkbox"/> City | <input type="checkbox"/> State | <input type="checkbox"/> Phone number | <input type="checkbox"/> Organization Name |
|-------------------------------|--------------------------------|---------------------------------------|--|

Other (please list): \_\_\_\_\_

Is there a registration/ticket fee for this event?  Yes  No If yes, what is the fee amount? \$ \_\_\_\_\_

What is the total number of event registrations/tickets allowed? \_\_\_\_\_

Ticket sales should begin  ASAP *or* on this date \_\_\_\_\_

A reminder email will be sent to participants and panelists  1 hour before event  1 day before event  1 week before event

### **Section E: Marketing**

Would you like this event posted in *The George* via Today@Mason?  Yes  No

Should attendees be able to share information about the event on social media?  Yes  No

Would you like this event recorded?  Yes  No Would you like the recording posted to the Schar website?  Yes  No

Is an additional logo (in addition to the Schar School logo) to be uploaded to the registration page attached?  Yes  No

Please provide a 1 sentence teaser description of the event:

Please provide a pithy, 3-6 sentence description that will grab people's attention:

Please attach artwork/photo(s) that would help with marketing the event (if applicable).

**Section F: Please provide any additional information that will be helpful to April.**