

**Internal Event:** An event organized by a university office or a registered student organization for the benefit of, and where participants are, university employees, students, or prospective students.

**External Event:** An event that meets any one of the following criteria is defined as an external event:

- The organization is identified as a business, including but not limited to an LLC or 501(C).
- The organization does not hold a university organization code.
- The Event Client is not an employee or registered student of the university;
- The event is identified by or references an external organization exclusively;
- The university receives payment for resources or services from an external individual or organization to host an event; or
- The event charges a fee to participate and revenues generated from the event are routed to a non-university account.

University departments, employees, and recognized student groups may not accept payments on behalf of external organizations to reserve or use university space.

**Jointly Organized Event:** Events organized jointly by an Internal and External Clients:

- Events organized jointly by an Internal and External Clients are classified as External Events but are eligible for discounted rates. Please note that External Clients are required to enter into a formal contract (Event Agreement) with the University for use of University space.
- Internal departments must complete a Discount Request Form, which must be approved by the Vice President of Communication and Marketing.

Employees and registered student organizations may not schedule space on behalf of an external organization.

# Life of an Internal Event

**Mason representative (requester) requests space through 25Live**  
**\*All space requests are processed through 25Live**

I have a 25Live account.



**Submit request**

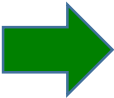
[https://25live.collegenet.com/gmu/#home\\_my25live\[0\]](https://25live.collegenet.com/gmu/#home_my25live[0])

Requesting Events in 25Live guide

<https://events.gmu.edu/wp-content/uploads/2017/09/Requesting-Events-in-25Live-v24.pdf>



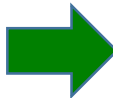
Event scheduler will process event request. Process time approximately 48 hours but varies depending on complexity of event.



Event scheduler will contact requester to discuss details and provide an estimate, if applicable.



Requester approves estimate. Scheduler confirms reservation.



Event is held, final invoice is sent and event office submits JV transfer.

I don't have a 25Live account



To gain access to 25Live, faculty and staff must request a new user account and attend a training session.  
**25Live New User Request**  
<https://events.gmu.edu/scheduling/25live-new-user/>

Now I have an account!



# Life of an External Event

External client contacts event office to inquire about space.



Event scheduler provides the external client the link to the online reservation form.



External client submits reservation form online.



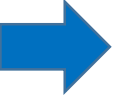
Event scheduler processes event request & contact external client to discuss details.



Event scheduler provides an estimate, contract and request for certificate of insurance (COI) to external client.



External client returns signed contract, COI, and deposit to event scheduler.



Event scheduler sends confirmation of event.



Event scheduler contacts external client 2 weeks before event to finalize details.



Event is held.



Invoice is finalized and sent to external client for payment.

# Life of a Jointly Organized Event

## Mason department

Mason Department selects a representative to plan the event with the external group and be the liaison in addition to external client representative



Mason representative requests space through 25Live



In “Select Event Attributes for this event”, select “yes” for “Are you partnering with a **NON-GMU Org**”

Mason and external group partner for an event.

## External group

External group works with Mason Department representative to plan the event.

Event Scheduler provides **Discounted Request Form** to Mason representative to be completed and signed by their Dean or VP of their department. This form is returned to the event scheduler to be submitted for approval.



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# Life of a Jointly Organized Event

Approved Joint Event

Unapproved Joint Event

## Mason department paying

## External group paying

Event scheduler provides an estimate to Mason liaison **and** provides contract and request for certificate of insurance (COI) **to external client**

External client returns signed contract, COI, and deposit to event scheduler. Event scheduler sends confirmation of event to external client **AND** Mason Representative

Event scheduler sends confirmation of event to Mason liaison.

Event scheduler contacts liaison and external client 2 weeks before event to finalize details.

Event is held and invoice sent to responsible party.