

Event Planning Guide

Any organization planning an event that represents the Mason School of Business, the MBAA, or the MBA Program must work with the MBA Program Office. All events should follow the event planning procedure below, even if they are not being held in Miller Hall.

Event Policies and Procedures

You are responsible for ensuring that your event abides by university policies and procedures. All MBAA events are subject to the [Policies and Procedures](#) of the [Office of Student Leadership Development](#).

Please Read these Policies Carefully if it Pertains to Your Event:

- [Alcohol Beverage Policy](#)
- [Events Where Alcoholic Beverages Are Served Policy](#)
- [Use of Campus Facilities Policy](#)
- [Use of University Marks Policy](#)

****Events with Alcohol****

TWO STEPS:

- 1) Student organizations planning to host a social event with alcohol are required to have at least one representative (the event manager and server) at the event who has completed the [Events with Alcohol Training](#).
- 2) If your organization is hosting an event with alcohol, you are required to complete an Event Planning Meeting with the Office of Student Leadership Development. To schedule this meeting, email leadership@wm.edu or call 757.221.3300.

Scheduling Your Event

FIRST – Talk to Rob

[Club Event Request Form.pdf](#)

Step 2: Finding an Appropriate Time and Place

Communication with MBA Program Office is critical to ensuring that your event is scheduled successfully. Event proposals must be submitted to the MBA Program Office at least **6 weeks prior** to your proposed event date.

Use this checklist:

- Check the [myMBA Academic Page](#) for both First and Second Year class schedules.
Remember: Do not schedule an event before a big exam because you may have a low turnout.
- Check the [W&M MBA Events Calendar](#)
Note: DO NOT submit your event on this calendar until your event has been approved
- Check the Event Planning Folder > “MBAA Event Calendar 2024-2025” via Club Leads Teams Chat to view other tentative event dates. If available, put your event in as a tentative placeholder.

Step 3: Submit Your Forms and Schedule Your Meeting

- Complete the [MBAA Logistics and Room Request Form](#)
- Schedule an event planning meeting with MBA Programs Office to review your request via [Meeting Request](#)

Step 4: Event Funding & MBAA Approval

Before completing Step 3 - Have you received approval from MBA Programs?

If YES, then proceed to checklist below:

- Present Idea to VP of Finance: Abhishek apasari@wm.edu for Budget Approval (Note: If using tablecloths for your event, then dry cleaning will need to be factored into the budget)
 - Follow these steps [MBAA Clubs Process for Reimbursement Steps.eml](#)
- You must submit you funds request 10 days before the event to Abhishek
- Need More Funding? Head to These Organizations:
 - [Student Activities](#)
 - [Center for Student Diversity](#)
 - [Reves Center for International Studies](#)
 - Alternative option: Collaborate with another MBAA Club or Committee to combine your funds

Please Note: Events are not officially scheduled nor are room reservations valid until the event is approved by the MBA Program Office and the MBAA.

Step 5: Select a Speaker (Optional)

Speakers for events can come from a variety of sources:

TIP: Most speakers respond best when given a choice of available dates. If the speaker has a very tight schedule, the speaker may give you dates. Always ask for more than one possible date/time.

- **Career-Related:** If you are going to host a career-related workshop or event, you must meet with [Graduate Career Management Center \(GCMC\)](#)
- **Executive Partners:** Executive Partners (EPs) can be contacted via EP@mason.wm.edu
- **Alumni:** If you would like to contact alumni to speak to your club then email Programs via mbaprogram@wm.edu. Programs will connect you with Alumni Relations.
- **W&M President:** Email Programs via mba@program@wm.edu. DO NOT attempt to email the President directly.

Step 6: Materials for the Event

- Tablecloths? Contact Rob via rkirby@wm.edu to access tablecloths
REMEMBER: You MUST Dry Clean these after your event or your club will be put on probation
- Miscellaneous Decorations? MBAA Closet (See Club Leads Team Chats > Event Planning Guide > MBAA Closet Inventory for more details), to see materials in-person please contact Rob via rckirby@wm.edu

NOTE: Materials Must be checked out via MBAA Closet Excel Sheet (See Club Leads Team Chats > Event Planning Guide > MBAA Closet Inventory)

Step 7: Marketing Your Event

Use this checklist:

- Create Google Form for participants to fill out (Remember to set the deadline date for RSVPs)
- Schedule meeting with VP of Marketing & Communications: Akshat via aagarwal05@wm.edu discuss Instagram post + promotion of event via Programs Newsletter
- Submit Event via [Upcoming - MBA Association Events \(wm.edu\)](#) (right hand corner to “Create Event”) REMEMBER: Include Google Form Link
(Need Help? Contact Akshat via) aagarwal05@wm.edu
- Optional (Though Highly Recommended): Join Programs during “Ask the Staff” to do in-person sign-ups for your event
- Lastly, add event to Club Leads Team (Files > “MBAA Event Calendar 2024-2025”)

Link to request form: [Marketing Request Form \(1\).pdf](#)

Please Note: We encourage you, where appropriate, to invite other Mason School programs (including Part-Time MBA, Executive MBA, Online MBA, and One Year Master's Programs). In order to do so, please contact the MBA Program office first. We will pass on your invitations for you. Please note that events are not officially scheduled nor are room reservation valid until the event is approved by the MBA Program Office and the MBAA