1. Costello Outlook Event Calendar *Required

We are reinforcing the use of the existing Outlook event calendar to improve the event planning process within the entire college. This Costello Outlook Event Calendar will be a central hub for scheduling and overseeing events and activities across our centers and departments. It will help us avoid scheduling conflicts, increase attendance, enhance event impact, and improve resource management.

If you were asked to use the additional event tracker/spreadsheet in the past, please note that it will no longer be utilized in efforts to consolidate the functions of the calendar and tracker into the new master event management calendar.

What do I need to do?

All event organizers are required to report upcoming events as soon as possible and follow the Costello Outlook Event Calendar Guidelines. Events added to the Costello Public Event Calendar on our website must be reflected in the Costello Outlook Event Calendar to capture ALL events organized by the college. The template for required information is available on top of the calendar for reference.

When planning a new event, please ensure to check the Costello Outlook Event Calendar to avoid conflicts. As staff and faculty, routinely review the calendar, participate in events, and encourage our students and partners to attend our events!

How do I add the Costello Outlook Event Calendar on Outlook?

1. On your Outlook Calendar, select “Open Calendar” or “Add Calendar.”
2. Select “Open Shared Calendar” or “Add from Directory.”
3. Type “School of Business Event” (or “Costello Event” once the name of the calendar is updated).

How do I promote my events?

Please reach out to our Marketing and Communication team for assistance in promoting your events effectively to the targeted audience. In addition, our college’s event coordinator, Julia Coulter will monthly compile a list of upcoming Costello events to present at faculty/staff council meetings; please submit additional promotional materials you wish to distribute.

2. Event Survey (Outlook Forms) *Required*

We would like to enhance our culture of continuous improvement by conducting event surveys to collect feedback from participants and event organizers. The survey results will provide valuable insights into participant satisfaction, cost/outcome analysis, areas of improvements, and future event opportunities.

What do I need to do?

All event organizers are required to conduct a survey after each event to reflect on successes and improvements for the future. Please adhere to the Costello Event Survey Guidelines and template.

1. Create a copy of the template survey from Outlook Forms (click here).
   a. Keep and do not change all standard questions.
   b. You may add customized questions and change the title/style of the form as you wish, but please be mindful of keeping the survey short.
   c. Add Julia Coulter as collaborator so she can compile results.
2. Provide a survey link during and after the event to participants.
3. Fill out the survey as event organizers.
4. The results will be compiled by Julia two weeks after the event and will be included in reports.

3. Event Emergency Procedures

Please help enhance emergency preparedness at events. Various resources on how to handle event emergencies and keep everyone safe are compiled in the Emergency Protocols folder.

The Event Emergency Action Plan Template provides a check list for event organizers and helps prepare emergency contacts and assignments, First Aid/AED kits, accommodation needs, etc. The On-Campus Event Emergency Quick Guide and Emergency Procedures Flipbooks will be distributed to all units and additional copies will be available at the Dean's Office.

4. Event Resources and Support Group

Additionally, we have created a "Costello Event Resources" Teams Group, which will serve as a central hub for everything you need to plan and execute successful Costello events. If you would like to join, please use this link.

In this group you will have access to the following, including above mentioned materials and other useful templates (also saved in the Event Planning Processes folder):

- Costello Outlook Event Calendar Guidelines, Event Survey Guidelines
- On-Campus Event Emergency Quick Guide, Event Emergency Action Plan
- Event Planning Checklist, Run of Show Templates
- Venue Photos
- Open communication channels for collaborating with other planners and Q&As
- And more as it will be continued to be updated (e.g. venue/catering recommendations, parking/directions)

Costello Event Management Procedure Updates

Dear Costello Colleagues,

As Costello's new events and administrative coordinator, I am excited to announce updates on event management procedures. These streamlined processes will help maximize attendance and event impact as well as ensure operational consistency and quality across hundreds of events organized by various units within the college. Please review the following updated procedures below (printable full details attached) - all guidelines and resources are also available in the Event Planning Processes folder on Teams as well as in the Event Resources section of the Costello Document Library.

1. **Costello Outlook Event Calendar** **Required*
   All event organizers are required to enter events in the Costello Outlook Event Calendar (e.g. events and activities organized by Undergrad/Grad, Career Services, Centers, Executive Education, Academic Areas, Faculty/Staff Councils, Advancement, Dean's Office) including events added to the Costello Public Event Calendar on our website. Review full details on the Costello Outlook Event Calendar Guidelines.

2. **Event Survey (Outlook Forms)** **Required*
   All event organizers are required to conduct a survey post each event to reflect on successes and improvements for the future. Please adhere to the Costello Event Survey Guidelines and template.

3. **Event Emergency Procedures**
   Please take a look at the resources available to keep everyone safe in cases of emergencies that may occur during events (e.g. weather, medical, evacuation): Event Emergency Action Plan Template, On-Campus Event Emergency Quick Guide and Emergency Procedures Flipbooks will be distributed to all units.

4. **Costello Event Resources and Support Group**
   Join the "Costello Event Resources" Teams Group, which will serve as a support group for event organizers and a central hub for useful resources you need to plan and execute successful Costello events.

Your active participation will be instrumental in making this a success. To ensure a smooth transition, we will hold two informational Zoom sessions in August. Please try to attend one of these sessions or watch a recording if you cannot join live. Feel free to reach out to me if you have any questions about utilizing the updated formats and procedures.

Event Management Information Sessions:
1) **August 7th at 1pm**
Zoom Link: https://gmu.zoom.us/j/91022116174?pwd=7vS1nNMhTNZ3Fh6uz3QbxoeYhAzC2e.1
Meeting ID: 910 2211 6174 | Passcode: 642941
2) **August 19th at 10am**
Zoom Link: https://gmu.zoom.us/j/96228750270?pwd=7bcjwVQxAe0X0eabjBuvBqTV4l5m7C.1
Meeting ID: 962 2875 0270 | Passcode: 621631

Your support and cooperation are greatly appreciated. Let's make our events even more impactful together!

Warmly,
Julia
(Email sent out on 8/4/25)