

GSGA EVENT PLANNING



Organizing impactful events to enhance student engagement



Event Reservation Requirements

Do I need a reservation?

Mandatory Reservations

All events require reservations to ensure coordination and compliance with university policies. These reservations should be made at least 5 days in advance of your event.

On-Campus Event Support

Reservations enable space allocation, security, and logistical support with necessary university resources.

Off-Campus Event Compliance

Groups can coordinate with the GSGA Advisor to ensure the event approval process is being followed, ensure a successful event and all requirements met.

Benefits of Early Planning

Early reservation avoids scheduling conflicts and guarantees smooth event experiences.





On-Campus Event Reservations



Submitting 25Live Requests

Detailed Event Requests

Students should submit detailed event information via the **EVENT FORM** in 25Live, including the event title, date, time, attendance, and special needs. Submissions must be 5-days or more before your event.

Space Availability and Scheduling

[25Live](#) allows users to view available on-campus spaces and prevents double-booking by managing scheduling efficiently.

Note: For spaces managed by academic departments and schools – those may need to be submitted by the department administrator and not the organization.

Approval and Coordination Process

Requests undergo an approval process, ensuring timely coordination and policy compliance.

The screenshot shows the 25Live interface for submitting an event request. The top navigation bar includes the High Point University logo and the 'Event Form' tab, which is circled in red. Below the navigation bar, there is a search bar and a 'Recently Viewed' section. The main content area is titled 'Add New Untitled X' and contains a list of fields on the left and a form on the right. The form fields are:

- Event Name - Required**: A text input field.
- Event Title - Required**: A text input field with an information icon.
- Event Type - Required**: A dropdown menu with the text 'Select from Types'.
- Primary Organization for this Event - Required**: A dropdown menu with the text 'Search organizations' and a 'Remove' button.

External Guests

Visitor Registration (External Guests) via iVisitor

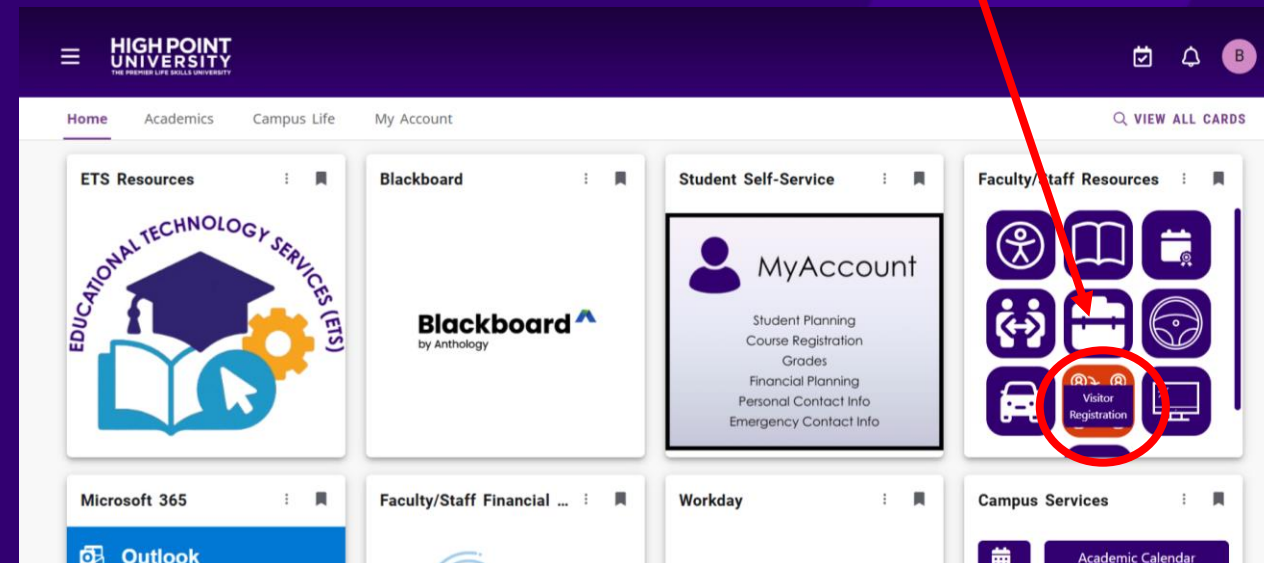
The [iVisitor](#) system registers non-university attendees by collecting essential visitor information for security monitoring. They are on a list upon arrival at the Welcome Centers and will be directed to the appropriate parking location and building.

START Form for Event Logistics *[Security Time and Responsibility Tracking]*

The [START form](#) coordinates parking, building access, and security staffing to prepare departments for guest events.

Ensuring Safety and Efficiency

Timely form submissions help prevent delays, ensuring a secure and well-managed environment for external guests.





Room Setup and Logistics



Tables/Chairs and Housekeeping

Coordinating Room Setup

Graduate students coordinate with [Campus Enhancement \(CE\)](#) to arrange tables and chairs for functional event layouts. CE Workorders are required – one for EVENT SETUP and one for EVENT BREAKDOWN.

Special event setups may require additional approvals and coordinated resources.

- Stages, table/chair rentals: coordinate with preferred vendors
- Audiovisual: coordinate with Office of Information Technology (OIT)

Housekeeping Responsibilities

Housekeeping ensures cleanliness before, during, and after events, maintaining trash disposal and restroom upkeep. It is best to enter a CE workorder with specific needs.

Importance of Clear Communication

Effective communication with facilities and housekeeping prevents logistical issues and improves attendee experience.

The screenshot displays the 'High Point University Campus Enhancement' web application. The interface includes a navigation sidebar on the left with icons for 'Open', 'Approved', 'Rejected', 'History', and a bar chart. The main content area shows a form titled 'Open / New' with a dropdown menu for 'Problem Type'. The dropdown is open, listing options: 'Delivery (use for anything that needs to be picked up / delivered)', 'Event Breakdown', 'Event Setup', 'Housekeeping and Interior Cleaning', 'Landscaping and Exterior Cleaning', and 'Maintenance and Repairs'. Below the dropdown, there are fields for 'Floor Level' and 'Select...'.



Food and Catering Guidelines

Approved Vendors

Approved Catering Vendors

[Harvest Table](#) is our sole University food vendor. All on-campus events must use Harvest Table for their catering needs. Off-campus events have more flexibility with external vendors.

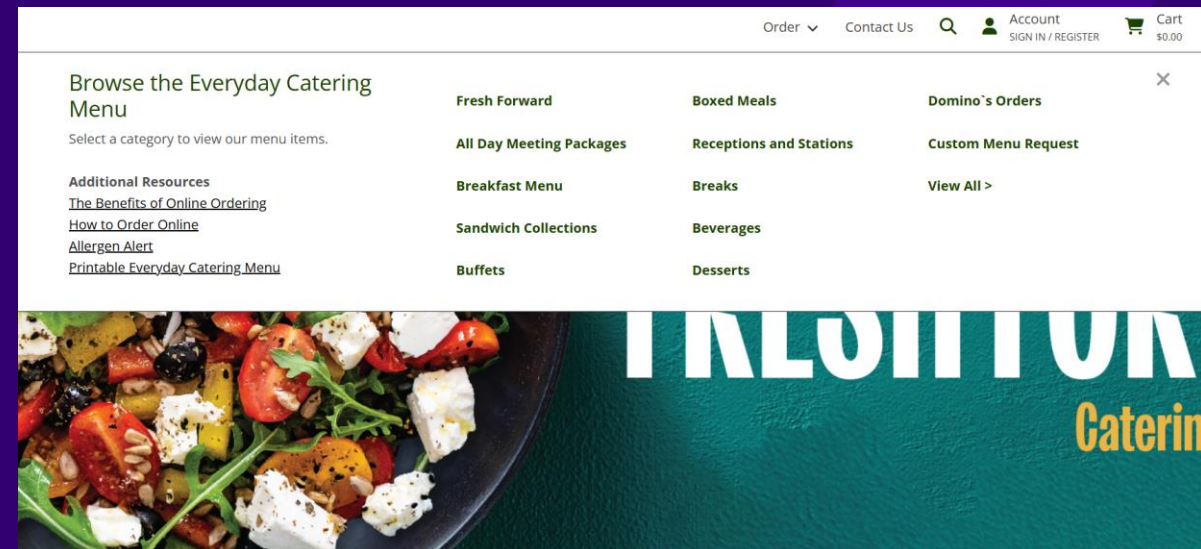
Restrictions on Outside Food

Bringing outside or unapproved food is generally prohibited without prior authorization to ensure safety.

- Food purchased off-campus under \$150 is allowed with prior approval.
- For orders \$150 or more, Harvest Table approval is required.

Advance Planning Required

Catering requests should be submitted no later than 72-hours before the event with event reservations for smooth menu and logistics planning.





Off-Campus Event Coordination



Off-Campus Events

Role of Event Coordinator

Organization and/or program event coordinators should work with the GSGA Advisor who assists graduate students with venue selection, contract negotiation, and risk management for off-campus events.

Importance of Contracts

All contracts must be emailed to the GSGA Advisor (GSGAAdvisor@highpoint.edu) in advance for the HPU Business Office to review. No students, faculty or staff are able to sign contracts on behalf of the University.

Compliance and Safety

Coordination ensures off-campus events comply with branding, transportation, insurance, and safety protocols.

Collaborative Planning Benefits

Early engagement with the GSGA Advisor helps students navigate complexities, minimize risks, and organize successful events.



Graphics and Promotions



Promotional Materials Approval

Branding Consistency

The Office of Communications approval process ensures all materials align with university branding for logos, colors, and tone.

Compliance and Professionalism

Following [branding and approval guidelines](#) maintains professionalism and compliance with copyright and institutional policies.

Collaboration with Marketing Team

Graduate students collaborate for marketing to create visually appealing and compliant promotional materials.

Branding Approval

If you are creating/designing printed material, advertising or any item that will be distributed you must fill out the [Branding Approval Form](#).

Please allow for a 48 hour return of approval/denial/edits.



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Branding Approval

Upload your final Design for approval from the Office of Communication



Sample Event Planning Timeline

Planning for Success

TASK	RECOMMENDED LEAD TIME
Reservation via 25Live	4-6 weeks before event
Catering Request	3-4 weeks before event
Graphics Approval	2-3 weeks before event
iVisitor & START Form Room Setup & Housekeeping	1 week before event
Follow up on all tasks	3-5 days before event



Contact Information

Key Resources & Support

Essential University Contacts

Maintain a list including:

- University Events
 - <https://www.highpoint.edu/event-planning/>
 - 25Live: <https://25live.collegenet.com/pro/highpoint#!/home/event/form>
- Office of Communications
 - Branding Guidelines: <https://www.highpoint.edu/ooc/branding/>
 - Branding Approval Form: <https://www.highpoint.edu/ooc/branding/branding-approval/>
- HPU Security/Transportation START Form: <https://www.highpoint.edu/concierge/start-form/>
- Harvest Table (Catering): <https://hpu.catertrax.com/>
- Campus Enhancement: <https://highpoint.us.accelix.com/>
- GSGA Advisor: GSGAAdvisor@highpoint.edu

Importance of Early Communication

Reach out early and maintain ongoing communication to avoid misunderstandings and last-minute problems.

Leveraging Support for Success

Using these resources helps students navigate event planning complexities confidently and efficiently.