

Here is a checklist to use as a guide to successfully and efficiently cancel or postpone your event.

1. Reach a consensus if your event is to be canceled, or if it is to be postponed.
 - a. If there is a fee for attending your event, determine what if any refund will be provided
 - b. If postponed, identify a proposed reschedule date which you can include in future communications
2. Inform all VIP or primary guests **first**, as a courtesy. This includes, but is not limited to:
 - a. Guest speakers
 - b. Panel members
 - c. Presenters
 - d. Keynote speakers
 - e. Visiting attendees
 - f. Your internal event support staff
3. Notify all relevant operational parties of the change, such as the venue, photographers, film crews, staff, events management, etc.
4. If your event is ticketed, notify all those who RSVP'd, purchased tickets, or otherwise registered for the event.
 - a. Note: both the internal RSVP function and external programs (such as Eventbrite) have options to email all registered users.
5. **Immediately following the notification**, update the event listing in your 25Live event posting:
 - a. **If it is canceled:** either include "CANCELED" in the title. Do not delete the event from your page so people can continue to look for its status.
 - b. **If it is postponed:** either include "POSTPONED" in the title OR update the event date to reflect the new event date.
6. Send the information to tmason11@gmu.edu and sciweb@gmu.edu so we can post an update on the college's/your program's social media channels that the event is canceled or postponed.
7. Smile! You've done it!

It is important that you complete these steps as soon as possible for a canceled or postponed event, and that all steps are done within a close time frame. Best practices are to inform all attendees as quickly and efficiently as possible. During times like these, clarity and certainty is important, and we want to do our best in support of that.

If you have any questions, please reach out to the Communications & Marketing team. We are happy to help you get the word out.

Thanks,
Mason Science Communications and Marketing Team

Tracy Mason
703-229-2030 cell / tmason11@gmu.edu

Julia duMais
jdumais@gmu.edu

Laura Powers
lpowers5@gmu.edu

Natasha Gilliam
ngillia@gmu.edu