



Event Planning Guide

for internal and student event planners

Your one-stop shop for event planning

BookIt is Mount Allison's internal event service department. BookIt is your one-stop shop for all of your campus event planning requirements. Our online booking tool, [25Live](#), allows you to see real-time space and resource availability.

BookIt is responsible for the coordination of all campus services to ensure your event is a success. Once you've submitted your event through 25Live, our office will:

- arrange set-up requirements;
- assist with reserving audiovisual equipment and resources;
- add your event to the University events calendar (if required);
- provide you with catering information; and
- ensure your event is a success!

This guide will provide you with a list of campus services, popular spaces and our event checklist. If you have any questions or need help planning your event, please contact BookIt by emailing bookit@mta.ca or calling 364-2251.

Student event planners: The Mount Allison Students' Union (MASU) is responsible for reserving space and resources for student events. Please visit www.masu.ca for their contact information.

Best of luck with your campus event!



Event types

It is important to consider all of the services your event may require. We've compiled a list of popular event types as well as the services that you should consider. All of these services can be added to your event through [25Live](#). If you have any questions, or need help planning your event, please visit the [Event Services](#) website for more resources or email bookit@mta.ca.

Event	Recommended Spaces	AV	Other
Reception	<ul style="list-style-type: none"> - Purdy Crawford Centre Foyer - Tweedie Atrium - Convocation Hall Foyer 	<ul style="list-style-type: none"> - Microphone and speaker system - Podium - Projector and screen 	<ul style="list-style-type: none"> - Catering services - Bar services - Set-up
Workshop	<ul style="list-style-type: none"> - Jennings Banquet Room - Tweedie Hall 	<ul style="list-style-type: none"> - Microphone and speaker system - Projector and screen 	<ul style="list-style-type: none"> - Catering services (breaks) - Printing, note pads (campus store) - Set-up
Meeting	<ul style="list-style-type: none"> - Jennings Banquet Room - Wallace McCain Student Centre Meeting Rooms 	<ul style="list-style-type: none"> - Projector and screen - Web camera / conference call equipment 	<ul style="list-style-type: none"> - Catering services (breaks) - Set-up
Presentation	<ul style="list-style-type: none"> - Avard-Dixon classrooms - Crabtree auditorium (M14) 	<ul style="list-style-type: none"> - Microphone and speaker system - Projector and screen 	<ul style="list-style-type: none"> - Printing (campus store)
Concert	<ul style="list-style-type: none"> - Convocation Hall - Tweedie Hall - Outdoor space 	<ul style="list-style-type: none"> - Full production - Technician support - AV consult 	<ul style="list-style-type: none"> - Bar services - Set-up - Event Services (ushers, tickets, etc.)
High Profile / Large Events	<ul style="list-style-type: none"> - Purdy Crawford Centre - Owens Art Gallery - Convocation Hall 	<ul style="list-style-type: none"> - Technician support - AV consult 	<ul style="list-style-type: none"> - Consult with Event Services - Consult with Marketing & Communications

Popular spaces

From classrooms to auditoriums, our campus has a variety of spaces for you to choose from. For a complete list, please visit our [Event Services](#) website. If you would like to view a space, or have any questions, please contact bookit@mta.ca.

Location	25Live Search Code	Space notes	Occupancy (max)	Audiovisual
Brunton Auditorium	CONS M14	Fixed auditorium seating	314	Full AV, tech required
Convocation Hall	CONV 107	Fixed auditorium seating	1,450	Full AV, tech required
Convocation Hall Foyer	CONV	Flexible space, set-up required	150	AV booking required, tech required
Crabtree Auditorium	CTEE M14	Fixed auditorium seating	205	Classroom AV
Jennings Banquet Room	JENN	Boardroom style	30	Classroom AV, tech recommended
Motyer-Fancy Theatre	PCCA 170	Black box style, auditorium seating	130	Full AV, tech required
PCCA Foyer	PCCA FOYER	Flexible space, set-up required	200	AV booking required, tech recommended
Tweedie Hall	MCCN 111	Flexible space, set-up required	140	AV booking required, tech recommended
Wallace McCain Meeting Rooms	MCCN	Boardroom style	25	AV hook-ups available, screen and projector
Wu Centre Auditorium	DUNN 113	Fixed auditorium	184	Classroom AV

Campus services

BookIt, Mount Allison's central booking office, is responsible for coordinating all aspects of your event. Once you've submitted your event through [25Live](#), BookIt will ensure that the necessary support services are booked. **There is no need for you to follow-up with individual departments on your own!** We'll take care of the logistics for you so that you can focus on planning your event.

Conference & Event Services (CES) T: 506-364-2251 E: bookit@mta.ca W: www.mta.ca/booking	<ul style="list-style-type: none">- Manages the University's central booking systems, BookIt and 25Live- Provides support to conference planners- Manages all external conference, catering, event and summer camp inquiries- Serves as the liaison between campus event planners and all campus services
Facilities Management (FM)	<ul style="list-style-type: none">- Provides custodial services, event set-ups and facility repairs- Provides furniture and equipment moves for approved events
Computing Services (CSD)	<ul style="list-style-type: none">- Responsible for signing-out or dropping off technology and audiovisual resources (projectors, microphones, screens, laptops, etc.)- Provides CSD support staff for large scale productions and for events requiring AV in Convocation Hall, Jennings Dining Hall and the Motyer-Fancy Theatre
Dining Services (DS)	<ul style="list-style-type: none">- Offers regular meal services through Jennings Dining Hall, The Flying Bean and Gracie's Café- Serves as the sole provider for all on-campus catering needs
Bar Services (BS)	<ul style="list-style-type: none">- Manages liquor licenses for all campus facilities- Offers hosted and cash bars for all on-campus events- Provides catering services within the campus pub, The Pond
Event Services Support (ESS)	<ul style="list-style-type: none">- Provides general event support staff to assist with event load-in/out, registration tables, parking assistance, wayfinding, etc.- ESS are required for events taking place at Convocation Hall

Audiovisual Services

Audiovisual services are an important part of most events. We want to make sure that your event goes as smoothly as possible. All AV requirements are booked through [25Live](#). Once your event has been processed, the Computing Services department will issue an event incident through [Samanage](#). You will receive an email notification once the event incident has been issued. This is what you should use to communicate any questions or changes for AV services.

Don't book equipment "just in case". If you are not sure what equipment you may or may not need, please book an AV Consultation through 25Live when you submit your event.

Some spaces are equipped with AV. You can find these spaces by looking at location details in 25Live. Each space has a user guide located in the room to help you navigate the AV controls.

Audiovisual Checklist

Verify what AV your space may have. You can view all room information by searching for that space in 25Live.

Confirm with your presenters what they are bringing. Some presenters choose to bring their own equipment. Confirm with them the type of computer they are bringing. For example, Mac users require a VGA adapter. Consult with CSD if you have any questions.

Not sure what you need? Book a AV Consultation in 25Live and a CSD technician will schedule a time to review your event requirements.

Do you require guest WiFi? If you have external users on campus, you may want to provide them with access to our WiFi network. Include this in your 25Live booking.

Audiovisual services available:

- Projectors and screens
- Microphones and speaker systems
- Production (lighting, stage management, etc.)
- Video and conference call equipment
- Laptops
- Technician support
- Software support
- Guest WiFi access

Event checklist

It's time to start planning your event! The checklist below will help you navigate the event booking process at Mount Allison. For more resources, visit our [Event Services](#) website. You can also view available resources and rooms by logging in to [25Live](#) using your Mount Allison username and password (staff only). If you have any issues, please email bookit@mta.ca.

Student event planners: The Mount Allison Students' Union (MASU) is responsible for reserving space and resources for student events. Please visit www.masu.ca for their contact information.

<p>Establish an event planning committee and designate an event lead. The event lead will be the main contact person between your event and BookIt.</p>	<p>If required, pick up any necessary keys or equipment. You will be notified by BookIt for key pick-up. Contact CSD to schedule your equipment pick-up.</p>
<p>Create an event agenda, budget and confirm external services (speakers, etc). Before booking any external services, check with BookIt to confirm if there are any other large events on campus.</p>	<p>Confirm space set-up. We recommend visiting your space prior to the event to confirm that it is set-up as you requested. If there are any issues, contact BookIt during office hours so that we can dispatch the appropriate department.</p>
<p>Reserve your space and resources in 25Live. If your preferred space is unavailable, contact BookIt for alternate locations.</p>	<p>It's time for your event! We hope that your event goes well! Make sure you take notes during the event for your post-event debrief.</p>
<p>Prepare marketing material and event summary. Include this with your 25Live booking so that it can be included on the University events calendar.</p>	<p>Schedule a post-event debrief with your committee. Review the overall event budget and discuss how you think the event went.</p>
<p>Confirm event requirements. Contact BookIt to confirm parking and ESS requirements as well as any set-up changes.</p>	<p>Finalize event finances. Depending on your event, there may be some outstanding invoices. These invoices will be sent to you following your event.</p>

Booking deadlines
Please take the following deadlines into consideration when planning your event:

- **Events requiring services** (set-up, catering, AV, etc.) must be submitted two weeks in advance.
- **Requests for weekday events without services** must be submitted 48-hours in advance.
- **Requests for weekend events without services** must be submitted no later than the previous Wednesday at 4:00pm.
- **Event Services and Computing Services is open Monday to Friday between 8:30am and 4:30pm.** Event planners requiring Event Services support, keys or AV pick-up must do so during office hours.
- **For more information, visit our [website](#).**

MountAllison

Conference & Event Services

We're here to help!

Logon to 25Live or contact us today to start planning your event.

506-364-2251 | bookit@mta.ca | mta.ca/booking