



Conference & Event Planning Services

Visual Guidelines to Planning a Successful Conference or Event

NOTES



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Conference Services Profile/Request Form

CONTACT INFORMATION

First Name	Last Name
Company	
Position/Title	
Address	
Phone/VP	Fax
Email Address	

CONFERENCE INFORMATION

Conference Title	
Sponsoring Organization	
Desired Venue	
Expected Attendance	
Desired Dates	1
	2
	3
Estimate Number of Hotel Rooms	

GOALS AND OBJECTIVES FOR THE CONFERENCE AND TYPE OF TECHNICAL ASSISTANCE NEEDED

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I. Conference Planning Program Guide

It is always good to have a plan before hosting a large conference or event. The main part to planning a conference or event is establishing a theme, purpose, goal and objectives. As soon as you determine these, your planning will become more structured and centered. The rest of your event will fall into place as a budget is established and committees are set.

1.

Establish your Theme, Purpose, Goal and Objectives..

2.

Determine a set budget, a plan of income to support or cover additional costs and how registration and fees will be handled.

3.

Set up a meeting and choose your committees and who will chair them. Be sure you inform them of their responsibilities.

4.

Determine the date and length of the event. This will allow you to schedule your activities in accordance to your event plan and find an available venue.

5.

Determine the venue and city, state that best fits your conference/event needs and/or purpose. The Venue chair will do the rest.

6.

Estimate the number of people expected to attend the conference/event. This will allow you to estimate your budget and venue contract costs.

7.

Always check in with your committees weekly to see their progress in planning. This will help everyone keep up with deadlines and their budget.

8.

Establish bi-weekly to monthly meetings with your committees - depending on the planning length of your conference/ event.

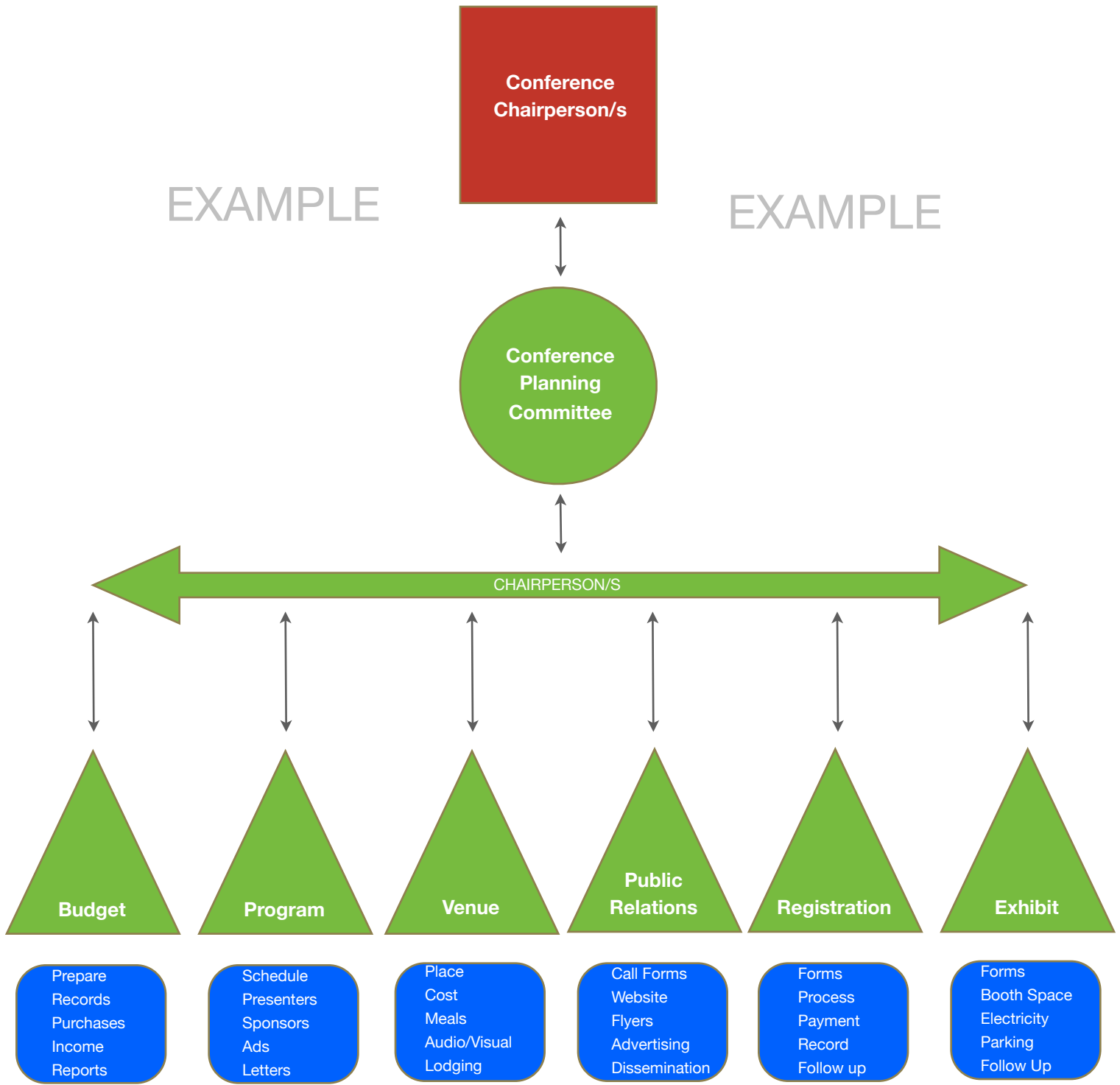
9.

Be consistent with any communication and deadlines necessary regarding the conference/ event. At the end of the event, follow up meetings are integral.

10.

Be a strong leader as the conference chairperson. The results of the conference/event will be successful and your purpose achieved.

II. Conference Planning Committee



III. Budget Planning Checklist

TYPE	SET BUDGET	ESTIMATE	ACTUAL TOTAL
Full Conference	\$80,000	\$76,000	\$79,500
Planning Committee <ul style="list-style-type: none"> • Travel • Supplies • Meals • Interpreters • Room Rental (Meetings) • Bank Fees • Chairpersons 	\$10,000	\$9,500	\$12,000
Registration <ul style="list-style-type: none"> • Income (Fee) • In Kind (Free) • Per Diem (Paid by you) 			
Program <ul style="list-style-type: none"> • Presenters • Sponsors • Program Book 			
Venue <ul style="list-style-type: none"> • Hotel • Meals/Beverages • Transportation • Audio/Visual • Staging • Room Rental • Insurance/Contract Fees 			
Public Relations <ul style="list-style-type: none"> • Printing • Website • Advertising 			
Exhibits <ul style="list-style-type: none"> • Venue Fees • Booth Fees • Volunteers • Workers • Insurance 			
Entertainment <ul style="list-style-type: none"> • Performance Fee • Staging • Audio/Visual • Room Rental 			

EXAMPLE

IV. Venue Booking and Contracts

- A venue is a location that is chosen for the proposed event. Common venue sites for conferences tend to be Banquet Halls, Hotels or Universities/Agencies that provide adequate space for the capacity of your attendees. It is important to know the venues you choose.
- Set up an appointment with the venue coordinator and take a tour. Ask questions in regards to size, capacity, budget (deposits and billing), audio/visual capabilities, timing, length of event, room charges, and the menu, if food or beverages will be included. Keep in mind, not all hotels or venues will allow outside catering and they do charge service fees. If the venue is a hotel, you would need to ask about the hotel room costs and if a discount can be given, as well as a specific code when going into contracts. Receiving an estimate and information collected will allow you to determine if you want to use the venue or seek elsewhere.
- When you have decided to secure a venue, a contract will be drawn up. Contracts become a liability and need to be read over carefully before signing anything. A deposit will also be asked to be paid as well, to secure the space. When going through the contract, ask questions on any points you do not understand. Also, be aware of the cancellation policy. Establish a deadline for your attendees to reserve a hotel room, if applicable.
- If you plan to have exhibitors at the venue site, be sure to mention this and determine any additional fees this may incur. Other fees to keep in mind, that should be charged to vendors if necessary, would be the cost of having a table/chairs, covering/skirt, electricity/outlets, and any additional set up charges. Be sure to ask the venue coordinator about any other exhibitor related questions.
- Securing a venue is one of the most integral parts of hosting an event or conference. Once the venue has been settled, the rest of your planning will fall into place. It is always best to be well equipped with information, costs and a contract for your protection. Always be sure to document everything in terms of paperwork, emails and phone calls.

Empowerment Center

EVENT VENUE RENTAL AGREEMENT

This Agreement ("Agreement") is made this ____ day of _____, 2011, by and between Empowerment Church, Inc. ("Owner"), whose business address is 4703 D.C. DRIVE Suite105 Tyler, TX 75701, and _____ ("Renter")

WHEREAS, Renter wishes to use Owner's Property for _____ on this ____ day of _____, 2011.

In consideration of the mutual promises and covenants contained herein, the Parties agree as follows:

1. Property Rental. Owner hereby grants to Renter a limited and revocable license (the "License") to use the property located at 4703 D.C. Drive Suite 105 Tyler, TX 75701. The License permits Owner to use the Property only on the Event Date, during the hours specified below, and only for the purposes set forth in this Agreement.

2. Event Date. The Event shall be held on this ____ day of _____, 2012 between the hours of 5pm and 12am Renter shall not have access to the Property at any time other than during these hours on the Event Date, unless Renter receives prior written permission from Owner.

3. Fees. Renter shall pay to Owner a total of _____ for the use of the Property. Included in the total Rental Fee shall be a deposit of \$100 that must be paid to Owner upon the execution of this Agreement. Owner shall have no obligations under this Agreement until the Deposit is paid in full. The remainder of the total Rental Fee shall be due in full by 5:00 p.m. on August 20, 2011. If Renter fails to pay the full Rental Fee by the Payment Due Date, Owner shall have the right to revoke the License and to keep the fully amount of the Deposit as liquidated damages.

4. Cancellations. If Renter cancels the reservation for the Event within 21 days of the Event Date, Owner shall refund to Renter the Rental Fee, but Owner shall be entitled in this case to retain the Deposit. If Renter cancels the reservation for the Event within seven (7) days of the Event, Owner shall be entitled to retain the entire Rental Fee, including the Deposit as liquidated damages.

5. Condition of the Premises. Owner shall make sure that the Property conforms to the following specifications by the Event Date. Aside from the specifications set forth above, the Property shall be provided as-is, and Owner makes no warranty to Renter regarding the suitability of the Property for Renter's intended use. Renter shall leave the Property in the same or similar condition as when Renter entered. Renter shall be responsible for any damage caused to the Property beyond ordinary wear and tear, and shall be required to arrange for such repair. Owner shall be entitled to arrange for any necessary repairs at Renter's expense. Renter shall reimburse Owner for any such repairs within 30 days of receipt of Owner's written request for reimbursement, which request shall be accompanied by written verification of the amount of the expenses incurred.

6. Additional Services. Owner shall provide Renter the services set forth in Schedule A (the "Additional Services") in connection with rental of the Property under this Agreement.

7. Right of Entry. Owner shall have the right to enter the Property at any time for any reasonable purpose, including any emergency that may threaten damage to Owner's Property, or injury to any person in or near the Property.

EXAMPLE

EXAMPLE

V. Conference Planning Timeline

TIMELINE	RESPONSIBILITY	CHAIRPERSON	DATE COMPLETED
12 Months Out			
9 - 11 Months Out			
6 - 8 Months Out			
3 - 5 Months Out			
2 Months Out			
One Month Out			
Two Weeks Out			
Ongoing Duties			
Post Event			

EXAMPLE

VI. Execute Conference Program

Execution of the Conference Program starts when registration begins. The preparation and planning of the conference should already be in progress. The final stages of executing the conference program ends with an evaluation. Everything you have done up to this point will be characterized by the results of your conference registration and evaluation. When you begin registration, there are some tips you need to consider.

REGISTRATION	ONSITE MAPPING	ONSITE STAFFING	EVALUATION
Create an online registration form that covers all aspects of information needed for the conference.	When arriving onsite, have each location mapped with directional signs leading to conference/event spots.	Designate staff to be in charge of venue areas that need to be “manned.”	Provide staff members to hand out and collect evaluations after every session.
Be sure it is accessible and easy to fill out.	As you do registration, be sure you have all materials and information prepared.	Be sure you have an assistant with “gofer” duties to help in various situations.	Create an evaluation that covers every session and venue prospects.
Provide office/organization contact information in case registrant has a question.	Inspect all areas to ensure the preparedness of the rooms and mapping guides.	Introduce your designated staff to the venue coordinator.	When creating evaluations, be sure they are clear to read and easy to evaluate.
Consider an incentive such as an early bird rate or a combo rate.	Ensure that the areas being used have a flow of traffic from one space to another.	Establish an agenda for staff to follow, to ensure promptness.	If you have a large conference, form an evaluation committee.
Indicate type of payment accepted. Make sure it is in clear print so no confusion is apparent.	If you happen to have a large conference and tight space, create lines to ensure smooth transitions.	When events are in session, designate someone to monitor areas and to keep the sessions on schedule.	Keep in mind that some evaluations may have negative comments. Consider this as feedback.
Clarify what registration costs will cover. (eg. meals, entertainment, hotel, etc.)	Be sure to add a map of the venue in the program book for guidance.	Designate a staff member to make announcements when necessary.	If necessary, be sure you have evaluations for different languages/needs.
Ensure that diet restrictions are requested. (eg. gluten free, allergens, vegan, vegetarian)	Communicate with the venue coordinator on every aspect of the event areas. They can be very helpful.	Provide a staff member to assist with presenter requests, such as running power point presentations.	Remind event attendees that the evaluation is vital for feedback of the event as a whole.
Establish a deadline and collect registration at least a month prior to event. Contact registrants for questions that may arise.	Establish a “lost and found” and/or registrant service area. This will allow recovery of lost items and questions to be answered.	At the end of your event, evaluate and/or have a staff meeting to take notes on what could be improved for future events.	Evaluations are important because they provide you with information that will help you refine future events.

VII. Conference Technical Assistance

Gallaudet University Regional Center - Southwest can provide some technical assistance with your conference planning. Here are ways we can help you or your organization get started.

1. Registration and payment store setup through GURC-SW.

2. Flyers and design templates for any advertising needed.

3. Website initiation using weebly.com.

4. Electronic Email Blasts to a select group for your event or the southwest region.

5. Research on venues, hotels, transportation, etc.

6. Guidance through the event planning process when needed.

Keep in mind, our technical assistance is on an as needed basis upon approval. We are more than happy to help new organizations get started with any of the technical assistance requests as needed. Be sure to contact us at gurc.gallaudet.edu and print, fill out and attach the form from page 4 and send it to us prior to planning.

VIII. Call for Papers Form

EXAMPLE

Call for Papers

Deadline for Proposed Presentations: (Date)

Invitation

Conference Goals

Conference Objectives

Possible Topics


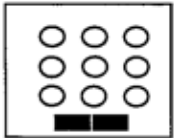
Presenter Information

Workshop Format

Requirements for Submission

IX. Presenter Information Form

EXAMPLE

Presenter Information:			
Name: _____	Position/Title: _____		
Phone/VP: _____	Email: _____		
Date of Arrival: _____	Time of Arrival: _____		
Date of Departure: _____	Time of Departure: _____		
Lodging/Where you will be staying: _____			
Title of Presentation: _____			
Presentation Summary: (75-100 Word Limit)			
Presenter's Biography: (50 Word Limit)			
Room Setup: How would you like your presentation to be set up? (Check One)			
<input type="checkbox"/>	 Theater Style	<input type="checkbox"/>	 Banquet Style

X. Conference Evaluation Form

EXAMPLE

Please take a moment and rate the presentation strand sessions of the (Name of Event)

1= Strongly Agree/Very Satisfied, 5 = Strongly Disagree/Very Dissatisfied

<i>TITLE OF PRESENTATION</i>	<i>Agree</i>					<i>Disagree</i>				
(Name of Presenter)										
The content was appropriate and informative.	1	2	3	4	5					
How satisfied were you with the presenter?	1	2	3	4	5					
The session met my expectations.	1	2	3	4	5					

COMMENTS:

<i>TITLE OF PRESENTATION</i>	<i>Agree</i>					<i>Disagree</i>				
(Name of Presenter)										
The content was appropriate and informative.	1	2	3	4	5					
How satisfied were you with the presenter?	1	2	3	4	5					
The session met my expectations.	1	2	3	4	5					

COMMENTS:



REGIONAL CENTER
SOUTHWEST



