

Penn State Conferences and Institutes

“TAKING CARE OF THE DETAILS”

To ensure that every Penn State conference, seminar, or institute meets the University’s standard of excellence, conference planners from Outreach and Online Education Conferences and Institutes stand ready to transform ideas into comprehensive educational programs.

In collaboration with other University and Outreach and Online Education units, the following services are available:

PRE-CONFERENCE PLANNING

Programming Activities

- assist faculty to develop ideas
- provide instructional design support
- perform cost analyses
- develop instructional activities
- design program materials

Management of Planning Process

- develop planning timelines
- facilitate planning meetings
- coordinate planning process and provide direction
- serve as planning resource
- secure academic approval of programs
- coordinate awarding of CEUs and professional accreditations

Marketing, Publications, and Promotion

- identify target audiences
- provide price analyses
- identify and analyze the competition
- design and implement promotional campaign
- identify and acquire mailing lists
- design and edit websites, brochures, proceedings, and other publications
- provide advertising concept and design
- create direct mailings, press releases, and public-relations materials

Financial Management

- develop and monitor program budgets

- register and collect income from conference participants
- process checks, credit-card sales, and participant refunds
- provide eligibility for tax-exemption status
- pay speakers--PSU, non-PSU, and international
- process all expense documents, purchase orders, and receiving reports
- invoice organizations
- pursue collection of bad debts
- provide financial accounting of all program income and expenses
- accomplish all of the above while working within University guidelines and policies

Logistics Management

- identify, contract, and negotiate best rates for:
 - the conference site
 - meeting and sleeping rooms
 - meal functions
 - technology
 - publications
 - special events
- arrange for audio and visual recordings
- set up tours, off-site activities, and recreational events
- arrange for translation services
- coordinate all aspects of exhibits:
 - arrange for exhibit space
 - promote the event
 - determine appropriate exhibit fees
 - design appropriate exhibit layout

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- contract for requested equipment, technology, and electrical needs
- provide on-site management of the event
- coordinate the design and printing of name badges, tent cards, speaker materials, travel and local information, and maps
- assemble conferee packets
- coordinate and process all mailings

Speaker and Instructor Support

- arrange travel and lodging
- process payment of speaker fees and honoraria
- correspond with speakers regarding materials preparation, audiovisual and technological needs, and special arrangements

Participant Registration

- receive and process registrations
- record and process payments
- provide confirmation of registration
- answer all attendee telephone inquiries concerning the program, housing, travel, fees, and payment

ON-SITE MANAGEMENT

- provide team of experienced registration clerks to welcome guests
- provide name badges and conference materials
- collect registration fees
- assist guests with special needs, orientation to campus/local area and activities, and emergency situations
- establish close professional relationship with faculty and staff to provide optimal conference services

- take responsibility for and manage room setups, equipment requirements, and meal and social functions

POST-CONFERENCE ACTIVITIES

- pay all bills and speakers
- process all income
- process refunds
- prepare comprehensive financial report
- distribute electronic evaluation and summarize results
- conduct a post-conference review with sponsor

SPECIAL CONSIDERATIONS

Conferences and Institutes has a thorough understanding of and complies with all University policies regarding:

- liability issues and coverage
- contractual obligations
- bidding process for purchases, publications, and services
- payment of non-University presenters and international speakers
- accounting, accounts receivable, and payment of vendors
- alcohol consumption/smoking at University events
- use of:
 - campus facilities by outside groups
 - the University name and logo
 - University vehicles

For more information, call Conferences and Institutes: (814) 863-5100

The Pennsylvania State University
225 Penn Stater Conference Center Hotel
University Park, PA 16802