

CONFERENCES & INSTITUTES

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ABOUT US

Conferences & Institutes is a team of experienced, knowledgeable, detail-oriented, and resourceful program coordination professionals who are committed to partnering with faculty and staff at all Penn State campuses to offer noncredit educational programming that is valuable to PA professionals and families.

By combining our planning expertise with a subject matter expert's knowledge of their content, we form a strong and effective team that develops and delivers high-quality educational programming. Our services extend to both noncredit adult programs (conferences, academies, workshops, summits) and noncredit youth programs (camps, institutes, after-school programs.)

Please note: Our focus is programs designed specifically to share formal content for professional development or educational enrichment, rather than events geared strictly towards promotion, celebration, or networking.

SERVICES

Program Planning & Project Management:

- Facilitate regular planning meetings
- Develop comprehensive program timeline
- Monitor task completion and deadlines
- Ensure adherence to University policies
- Maintain routine email communication with stakeholders

Registration:

- Develop a registration portal customized to program needs
- Provide a registration URL and PDF registration form
- Provide registration text for inclusion on program website
- Assist registrants with registration process as needed
- Provide confirmation of registration and process refunds
- Provide routine enrollment updates

Marketing:

- Outline possible marketing strategies and costs
- Provide recommendations on timing of marketing efforts
- Identify and contract with paid marketing services as needed

Hiring:

- Coordinate hiring of part-time program staff
- Track completion of required training based on role
- Enforce applicable University HR policies

Contracts and Agreements:

- Oversee contract for program/event space and guestrooms
- Manage entertainment, software, service agreements
- Collect speaker agreements, releases based on University guidelines

DEI:

- Recommend practices to make program inclusive to all
- Accommodate participants with disabilities or neurological differences
- Provide guidelines for accessible materials/content
- Review communications for inclusive and accessible language
- Provide meals that meet participants' dietary requirements

Virtual or Hybrid Delivery:

- Provide guidance on formats, streaming, apps, and other technology
- Set up and manage the virtual platform with appropriate settings
- Align with relevant University security standards
- Create zoom links for sessions and manage each virtual room
- Manage AV in room for seamless hybrid delivery
- Solve problems during live program to ensure smooth operations

Budget/Financial:

- Develop estimated budget based on financial goals for program
- Monitor and update budget throughout the planning process
- Process all expense documents and purchase orders
- Research and compare costs and quality for purchases and services
- Provide guidance for sponsorship packages and communication
- Pursue collection of bad debts

Speaker Management:

- Coordinate travel, lodging, and logistical needs
- Communicate about session format, technology, support needs
- Recommend formats, strategies, tools to enhance learning
- Conduct practice sessions or training as needed
- Process travel reimbursement

Venue and Event Coordination:

- Research options for program/event space
- Negotiate and compare prices for spaces and caterers
- Manage room layout, equipment and AV needs with sites
- Develop menus for meals and breaks
- Coordinate plans/transportation for tours and activities

Pre-Program Preparations:

- Reproduce and assemble materials
- Order supplies, giveaways, signage, and other materials
- Send registrants pre-event information email
- Finalize all details and final counts

On-site Management:

- Manage on-site check-in and walk-in registration processing
- Greet participants and speakers and issue badges and materials
- Manage on-site coordination of logistical details during program
- Attend to participant or speaker requests
- Solve on-site problems to ensure smooth operations

Post-Program:

- Develop and administer program evaluation
- Prepare comprehensive financial report
- Close budget and return income or invoice for balance owed

Youth Program Management:

In addition to applicable tasks in the above categories:

- Create a safe, inclusive, and fun environment for children
- Assist with implementation of all aspects of policy AD39
- Train staff on policies, guidelines, procedures for working with minors
- Hire staff and track required clearances and training
- Arrange housing accommodations, meals, and activities

LET'S COLLABORATE

If you are in need of support for a noncredit educational program you are already offering for adults or youth, or are interested in developing a new program, please reach out to discuss how we may be able to help you meet your outreach and community engagement goals.

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