

## **BENTLEY UNIVERSITY CONFERENCE / EVENT CHECKLIST**

### **1. DETERMINE BUDGET**

- a. Who on the Cabinet has approved the conference/seminar budget?
- b. What is the budgeted amount? Who is the cost center approver?
- c. Identify which cost centers pay for:
  - Collateral, food, photography, gifts for keynote speakers (Bentley-oriented at Bookstore), panelist expenses, etc.

2. Identify date (s) of the conference, preferably six months in advance; identify open meeting space

3. Identify the audiences; pull together targeted and up-to-date mailing lists (preferably both business and e-mail addresses). The number on the master combined list informs the quantity of save the dates and invitations to be printed and mailed, and the postage required.

### **4. EVENT ARRANGEMENTS**

- a. Key contact is The Conference Center (TCC)
  - Faculty contacts TCC directly about meeting space by e-mailing:  
GA\_MCSINFO@bentley.edu
  - for food, tables, signage, etc: complete the online function planning form:  
[http://www.bentley.edu/theconferencecenter/function\\_planning\\_form.cfm](http://www.bentley.edu/theconferencecenter/function_planning_form.cfm)
  - If money is collected; the registration site must be built by TCC via R25; identify and e-mail the fields for the form to The Conference Center
  - Media Services (TCC)
    - Order computers via the online planning form:  
[http://www.bentley.edu/theconferencecenter/function\\_planning\\_form.cfm](http://www.bentley.edu/theconferencecenter/function_planning_form.cfm)
    - For Bentley video coverage requests, contact Steve Salina @ ext. 2635
    - If TV coverage is planned, media services to provide audio multi-box set up, tape off area for cameras on morning of the event (coordinate with PR staff)

### **5. MEET WITH Marketing Communication and Public Relations – MINIMUM of EIGHT WEEKS PRIOR TO EVENT**

- a. Identify outreach goals
  - To drive attendance
    - Determine faculty's outreach resources for possible attendees
    - Can you partner w/ speakers or other orgs to drive attendance
    - Seek out topic-specific newsletters and contact for exposure
    - Identify/purchase industry mailing lists, etc.
    - Personal contacts
  - Create pre-conference awareness
    - Identify key audiences
    - Press release distributed to targeted media for event listing, post on web site/engage social media channels

- Event exposure only -- reputation enhancement?
  - Identify key audiences
  - Press release distributed to targeted media, posted on web site, engage social media channels

**b. Determine collateral materials needed**

- Work with Marketing Communication to create timeline for production and delivery of materials; fill out online publication request form at <http://www.bentley.edu/marcomm/order-forms.cfm> for:
  - Save the date card
  - Invitations
  - Brochures
  - One sheet flyers
  - Electronic invitations or announcements
  - CDs/DVDs
  - Folders
  - Name tags
  - Pens, pads
  - Programs
  - Hire photographer (complete online photo request: [https://www.bentley.edu/marcomm/Forms/Photo\\_Shoot\\_Request\\_Form.cfm](https://www.bentley.edu/marcomm/Forms/Photo_Shoot_Request_Form.cfm))

**c. Determine Web Site Needs**

- Contact web services a min. of 6-8 weeks prior to event to begin work on conference template website
- Send content updates to: [CollagePublishing@bentley.edu](mailto:CollagePublishing@bentley.edu)
- Can create third party e-mail account to accept questions, etc. (i.e., interested attendees e-mail: [xxxconference@bentley.edu](mailto:xxxconference@bentley.edu) rather than faculty directly) by filling out a HelpDesk e-mail ticket
- Create links to affiliated organizations
- Encourage speakers to distribute info via their networks, newsletters, etc.
- Create registration site in FormBuilder if no money is collected; identify and e-mail the fields for the form to [kblake@bentley.edu](mailto:kblake@bentley.edu)

**d. Determine Publicity Needs**

- To drive attendance: eight-week advance notice
- To foster pre-conference awareness: six-week advance notice
- For event exposure only: four-week advance notice

**6. DAY OF EVENT**

- Registration/check in table
  - Faculty identify work study and staff to assist
- Greeters/signage near parking lots
  - Faculty identify work study and staff to assist