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
      - 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
         - 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
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)

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
   ● Can create third party e-mail account to accept questions, etc. (i.e., interested attendees e-mail: 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

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
   a. Registration/check in table
      ● Faculty identify work study and staff to assist
   b. Greeters/signage near parking lots
      ● Faculty identify work study and staff to assist