



MASSEY UNIVERSITY CONFERENCE SERVICES

About Conference Services, Massey University

Conference Services is a highly skilled team of experienced conference organisers, who can provide a service which is hassle free, dealing with the organisation and logistics of your next conference, leaving your committee free to enjoy the event and receive the praise on a job well done!

We have managed many conferences ranging from 30 to 800 delegates and we have a proud record of achieving client and delegate satisfaction, as well as ensuring the conference sticks to budget.

Sarah Siebert, a qualified Event Manager/Professional Conference Organiser, with over 17 years' experience, is one of a select group of Professional Conference Organisers accredited through the Meeting Industry Association of Australia (MEA), Professional Conference Organisers Association and the Professional Conference Organisers Group of Conventions & Incentives New Zealand (CINZ).

Services

Our service is professional, flexible and can be tailored to individual client requirements. We can assist you with the complete management of your next conference, or we can provide a part of the service.

Whichever service your committee choose, we are at your side, every step of the way, from the initial planning, during the conference itself, through to the post-conference wrap-up, not to mention everything in-between!

Technology

We use an interactive software package, which is specially designed for conference and event management. It allows us to provide a seamless service for delegates and committees alike. Through our specialised software we are able to design and content manage a conference specific website, ensuring that the conference information is always accurate and current.

Our system also allows bulk communication with email lists, ensuring that the conference message is easily disseminated. The main benefit of our system is that it allows an interactive secure on-line registration service. Using a secure web server, committee members are able to see a breakdown of registration data in real time.

Registrant requests can be acknowledged immediately and details confirmed whilst the client is on-line. We are also able to set up and manage on-line conference abstract/poster submissions. The benefit of this is that committee members assigned to the review sub committees are able to view and alter abstract submissions in their own surroundings and time.

Why use Conference Services, Massey University?

We have a reputation for delivering great events, with a flair for attention to detail. Our involvement with the committee starts from the initial consultation, through to the final handover of reports and covers a myriad of phone calls, email communication and meetings in between. We pride ourselves on ‘thinking outside the square’ and our focus on understanding your association/organisation/committee and its members/audience, thereby ensuring the expectations of all involved are exceeded.

We have managed conferences for a variety of organisations, ranging from associations, corporate organisations, community service sectors, academic sectors in the diverse areas of education, science, arts, management, finance, and marketing.

The Conference Manager works directly with the client to develop the conference, and has a team of operational staff to assist thereby ensuring clients are able to obtain information about the conference planning at any time from the team.

Each conference is treated as an ‘individual project’ as no two events are the same. We do not work to a template, whereby we try to get your conference to fit our template, but rather we work with each conference on a conference by conference basis, thus ensuring each event is individual and creative and reflects the requirements and needs of both the committee and audience.

We offer a flexible and professional conference management service ranging from a registration only service to a full conference management service.

With our full conference management service we begin by providing your committee with:

- A *Critical Path* (a month by month plan which outlines everything that needs to be done); included in this is advice as to whether the task is the responsibility of the committee or the Conference Services Team.
- A *Provisional Budget* (assisting in the setting of the registrant fee).
- A *Task List* outlining the main committee portfolios and how they relate with the tasks carried out by the Conference Services Team.

The Conference Services Team is able to guide your committee through each step of the process. We will attend all committee meetings and sub committee meetings as appropriate. We will also produce and distribute minutes from each meeting with action points.

By using our expertise, systems and contacts in the industry your conference is in safe hands, which will provide your committee with more time to concentrate on the business/scientific/technical programme of the conference.

Scope of Services

Our full conference management service includes:

General Planning & Liaison

- Participation at committee meetings (either face to face, electronically or teleconferencing)
- Preparation of Project Plan/Critical Path
- Provide a complete set of job descriptions, detailing the main committee portfolio, how they interact with those tasks carried out by Conference Services, Massey University
- On-going liaison with committee's and sub-committees on all aspects of conference planning and staging
- Advice and provide 'best practice' to committee's and sub-committee's as required
- Arrange insurances as required

Financial Management

- Preparation of draft budget for consideration of the committee
- Operate and manage a conference account (via Massey University financial systems)
- On-going management of budget (monitoring budget vs. actual)
- Manage SSL encrypted credit card payment system for registrants
- Collect (invoice and process) and receipt all monies received in respect of conference registration and sponsorship
- Payment of all suppliers for services rendered to the conference on approval by committee
- Provide full financial history report of each delegate registered to committee at regular intervals
- Process GST on behalf of the committee (via Massey University financial systems)
- Final reconciliation with full reporting

Venue / Supplier Liaison

- Identify/recommend venues to best suit client needs (involving venue research and site inspections)
- Negotiate rates and conditions with venues and suppliers
- Act as liaison between committee, venue and suppliers, ensuring that venue and suppliers have the information in a timely manner, to deliver a quality service for the event
- Book and manage appropriate space and equipment at chosen conference venue
- Manage and prepare in conjunction (at times) with a third party providers various signage for venues
- Coordinate venue personnel
- Arrangement of on-site facilities and requirements
- Arrange facilities for members of media, including press and interview rooms
- Prepare / manage equipment and visual aid plan with AV supply company
- Prepare venue and location floor plans for delegates use
- Coordinate food and beverage requirements throughout conference with chosen caterer

Conference Programme

- Assist/advise with the planning of the programme
- Advise on effective programme structures
- Preparation of the schedule for the programme

Social Programme

- Assist in sourcing / devising suitable social events for the conference
- Co-ordinate social / accompanying person programmes
- Co-ordinate and manage all special events, including transport requirements

Speaker / Presentation Liaison / Technical Abstract Management

- Prepare and distribute “call for papers/abstracts”
- Work with committee to prepare a database of possible speakers
- Receive and distribute abstracts to technical committee for evaluation and review
- Notify speakers/presenters of selection process
- Co-ordinate and advise all requirements, committee’s expectations, guidelines for presentations, travel requirements, audio-visual needs, gather hard and soft copy of speakers presentations for collation and dissemination to AV support team.
- Negotiate with AV supplier and provide ongoing communication to ensure success of event
- Collate papers for conference proceedings
- Co-ordinate printing and design of conference programme and proceedings (ensuring best price negotiated/obtained)
- Arrange for audio, videotaping and photography of sessions if required by committee

Printing / Publications

- Assist committee with development of conference theme and logo
- Co-ordinate & manage design of printed material, including letterhead, sponsorship and exhibitor package, registration brochure, registration forms, conference programme, conference abstracts, proceedings, name badges, etc as required

Sponsorship, Marketing and Promotion

- Work with committee to identify best avenues to optimise success for the conference through sponsorship
- Prepare database, in conjunction with the committee, of possible sponsors
- Manage the contractual arrangement between sponsors and committee (including confirmation of sponsorship agreement, invoicing and entitlements)
- Handle all media enquiries, prepare media kits, press releases for the event in conjunction with the committee
- Arrange on behalf of the committee advertising as required in identified publications, journals, newspapers
- Advise on web development/web page to promote the conference
- Manage web development/web page for the committee for the duration of the conference
- Send out email broadcasts to identified databases as required by the committee

Exhibition / Trade Displays

- Prepare database, in conjunction with the committee of possible exhibitors
- Design, prepare and distribute Exhibitor Package
- Manage the contractual arrangement between exhibitors and committee (including confirmation on trade display agreement, invoicing and entitlements)
- Negotiate with Exhibition suppliers
- On-going liaison with exhibitors regarding pack in and pack out times, expectations of display etc.

Accommodation

- Identify suitable accommodation providers in close proximity to the conference venue
- Negotiate rates and conditions with providers
- Manage block booking with providers and provide accurate rooming lists (including delegate special requirements) to providers to ensure guests are received appropriately and release rooms in accordance with negotiated contracts, never incurring cancellation fees
- Co-ordinate delegate accommodation requirements through registration process
- Pay accommodation providers (from delegate registration of accommodation)

Registration / Secretariat Services for delegates and committee

- Act as the conference secretariat, providing communication and office from time of appointment until the conclusion of the conference
- Advise on the design of the registration form (hard copy / on-line)
- Use of computerised registration system with encrypted on-line credit card capabilities
- Point of contact for all delegates (including telephone, email, written correspondence, confirmation and management of delegate records)
- Provide committee with comprehensive delegate lists at regular intervals
- Prepare and produce name badges for all conference attendees
- Manage delegate payments and chase outstanding debtors
- Change delegate registration choices (including cancellations and refunds (in accordance with cancellation policies) as they arise
- Prepare social tickets
- Manage printing of social tickets
- Source most suitable conference bag for committee decision
- Arrange for filling of conference bags
- Administer cancellation policies, refunds as appropriate to policy
- Provide conduit to visa application service
- Conduct all reasonable checks on status to establish bona fides of registrants
- Compile for suppliers comprehensive lists relating to workshop attendance, social functions, travel and accommodation requirements
- Provision of registration staff on-site to handle the registration of delegates etc. (Note: provision of staff is included in the management fee; however disbursements, such as staff travel and accommodation/meals will be an additional cost)
- Attendance at conference and management of all aspects of the conference (relating to delegates, speakers, suppliers, committee, etc)

Post-Conference Service

- Send out electronic survey (on-line) to all attendees of event
- Compilation and dissemination of survey report to committee at conclusion of agreed period
- Full chart of final financial accounts (P & L) to committee within 6 – 8 weeks of event

