Creating a Quality Experience

Conference Management Services at the University of Idaho offers a full range of services to support the success of your event. Whether your event will take place at one of the University of Idaho sites across the state or at an off-campus location, our dedicated team of conference professionals can help plan, promote, manage and create the memorable, quality experience that keeps your attendees returning year after year.

We provide:

- Versatile, multipurpose campus facilities located throughout the state, from Coeur d'Alene to Idaho Falls.
- Worry-free conference, meeting and event coordination with reasonable package pricing.
- An experienced staff of conference experts who can assist with all aspects of your event...
- Valuable connections to lodging, dining, entertainment and recreational opportunities.

We take care of it all:

- Program Development
- Financial Management and Bill Payment
- Promotion and Publicity
- Venue Selection
- Registration Services
- Logistical Support
- On-site Management
- Technology and Audio Visual Needs
- Special Events and Tours
- Evaluations
- Post Program Wrap-Up and Reporting

875 Perimeter Drive; MS 3162
Moscow, ID  83844-3162
(208) 885-9961
conferencemanagement@uidaho.edu
www.uidaho.edu/conferences

www.visitidaho.org
On-campus or off. Local or international. Conference Management Services has the ability to deliver quality services that will make your event a success:

**Moscow…**
We are your one stop for event planning and resources at the University of Idaho, bringing together everything you need to make your program successful.

**Statewide…**
We work closely with venues across the state to provide economical, high-quality, convenient meeting space, dining, lodging and recreational activities.

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**Site Selection & Contract Negotiation**
We can help you determine the best location for your event. From the University of Idaho’s campuses to conference and convention centers throughout the state, our team can secure a facility and negotiate contracts that best meet the needs of your event and budget. We work closely with the Moscow Best Western Plus University Inn, the Coeur d’Alene Resort Conference Centers, and other venues, convention centers and hotels across the United States.

**Lodging**
The Moscow and Pullman communities offer 1,300 hotel rooms within ten miles of the University of Idaho campus. University housing may be available during the summer months. We can also connect you to accommodation options for events held at other locations.

**On-Site Facilitation**
Our team will attend your conference and oversee all on-site needs. From handling on-site registration, to resolving audiovisual issues and special requests, our experienced conference professionals will take care of every need that arises during your event.

**Our Service Fee**
Our rates and package pricing give you the flexibility to choose and pay only for the services you need for your event. Following an initial consultation, we will provide an estimated coordination fee for your requested support, and we will work with you closely throughout the process to ensure your event stays on budget.

**Marketing & Communications**
We will help coordinate the marketing, graphic design, and website resources to promote your event.

**Registration**
Our online event registration makes it easy for attendees to securely register and pay by credit card, purchase order or check. Participants receive automated confirmations and general information. We can also assist with on-site registration.

**Financial Management**
Our budgeting system aids in determining program expenses and registration fees necessary to support the event’s bottom line. We can also manage event expenses and provide a detailed post-event financial report to help with event evaluation and future planning.

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You want to host an event? Our team of event professionals is here to help you!

Call to schedule a free consultation:

**208-885-9961**
Conference Management Services
Marketing/Communications Plan –
Faculty Senate Meeting – September 3, 2013

1. Mission

Conference Management Services (CMS) serves as a liaison between the campus and community in seeking, securing and delivering joint initiatives that spur sustainable growth through the wise use of existing resources.

2. Objectives

Conference Management Services facilitates conference and event programming in a friendly, inviting environment that elicits positive experiences, engagement, and the desire to return as a visitor, faculty, staff or student.

The success of this initiative will be measured by the following factors:

- Increased room nights and convention center use at both the Best Western University Inn and Coeur d’Alene Resort properties. (Goal: Average of 1000 bed nights annually).
- Consistent usage of University of Idaho Residence Halls during summer months to sustain consistent staffing levels (Goal: Average of 150 bed nights in June/July).
- Efficient budgeting and administering of the CMS to consistently provide cost recovery or profitable events.
- Increased/improved public perception and awareness of the University and local community.
- Data regarding economic impact of conferences and events (to be collected at the end of each program).

3. Target Audiences

People:

a) University faculty/staff/departments/students, including professional and/or ‘field of study’ groups or associations of which faculty/staff/students may be members.

b) Professional associations & groups (local, regional, & national), which cater to individuals with professional degrees in a course of study related to/associated with, a land grant institution (i.e., agriculture, engineering, forestry, law, mining, architecture, teacher preparation).

c) High school aged groups, associations, individuals and their families (working closely with University Residences Summer Conferences)
d) Local, state, and regional groups and associations (i.e., county commissions and related associations, civic organization, etc.)

e) Social, military, educational, religious, and fraternal groups from local, state, and regional areas that require a large meeting space such as the Kibbie Dome.

Places:
Efforts will be focused on Moscow, Boise, Coeur d’Alene and Idaho Falls as well as other Idaho cities. When appropriate, CMS will work with faculty, staff and outside individuals to facilitate programming beyond Idaho.

4. Marketing Communications Integration

The primary focus of CMS’s marketing efforts will be target marketing, followed up with individual marketing efforts. With focus on the target groups outlined previously, CMS will conduct marketing/promotional efforts through development and distribution of brochures, mailings, and surveys, as well as through the establishment of viable social media networks. Subsequent to these efforts, the unit will conduct individual market contacts (i.e., telephone contacts, in-person meetings, etc.) with university professors and administrators.

5. Strategies

General guidelines associated with marketing/promotional efforts shall be:

a) Extending efforts to retain any current or former customer base.

b) Emphasis on utilization of the Kibbie Dome as a multipurpose venue for large-scale events.

c) Emphasis on utilization of local convention centers (University Inn Best Western and Coeur d’Alene Resort).

d) Emphasis placed on development of activities occurring during the summer months, with secondary emphasis placed upon the November–December and March-April time periods.

e) Focusing programs and activities on educational, enrichment, and outreach activities, promoting the university strategic plan and the land grant mission of the institution.

f) Partnering with appropriate community partners (i.e. – Chamber of Commerce, Palouse Marketing Committee, and local business entities) to participate in joint marketing and promotion efforts.

g) Fostering and improving cooperation and partnership with community and local entities (i.e. - chambers of commerce, hotels, other businesses) by serving on boards of organizations that are also recruiting conference and large scale groups to the Moscow/Pullman areas.
6. Tactics / Marketing Plan

July 2013
- Unique Venues Outline Ad
- Chamber of Commerce Release
- CMS Postcards and Brochure Created
- Website Posted w/ RFP
- Come to Idaho Video Posted On UI YouTube Channel
- Create email: conferencemanagement@uidaho.edu
- Monthly Lunch Meeting
- Branding Our Community Preliminary Discussions

August 2013
- Today @ Idaho Release
- CMS Postcards mailed to campus
- Faculty/Staff Survey
- Database Creation
- Monthly Lunch Meeting
- Personal Visits Faculty/Staff

September 2013
- Idaho Alumni Magazine ad with Chamber of Commerce
- Staff Affairs Presentation
- Palouse Marketing Committee Presentation
- UI Friday Letter Mention (Community Partnerships)
- IFEA Conference Attendance – Exhibit
- Monthly Lunch Meetings

October 2013
- Personal visits to professors
- ACCED-I Regional Meeting
- Monthly Lunch Meetings

November 2013
- Branding Our Community Retreat
- Seek out youth/summer programming
- Personal Visits Faculty/Staff
- Monthly Lunch Meetings

December 2013
- Bids for Youth/Summer Programming
- Personal Visits Faculty/Staff
- Monthly Lunch Meetings

January 2014
- Chamber of Commerce Luncheon Presentation
- Personal Visits Faculty/Staff
- Monthly Lunch Meetings

February 2014
- Personal Visits Faculty/Staff
- Monthly Lunch Meetings

March 2014
- ACCED-I Conference
- Personal Visits Faculty/Staff
- Monthly Lunch Meetings

April 2014
- Personal Visits Faculty/Staff
- Monthly Lunch Meetings

May 2014
- Personal Visits Faculty/Staff
- Monthly Lunch Meetings

June 2014
- Personal Visits Faculty/Staff
- Monthly Lunch Meetings

7. Logistics
Conference Management Services will take a proactive approach to seeking out and implementing conferencing activities primarily at the Best Western University Inn, Coeur d’Alene Resort and Kibbie Dome venues. Secondary emphasis will focus on facilitating events that utilize the University of Idaho campus and local and state-wide communities. CMS will also strive to develop pro-active conferencing program ideas that may be sponsored or promoted by a University entity (i.e. – Executive Training Programs).

CMS will also work to expand and improve upon its efforts related to off-campus conferencing activities, with a focus on the University’s land grant role and the goal of providing outreach
activities for University constituency. Primary emphasis shall be given to the development and implementation of programs to be held at or near the University of Idaho campus, and/or within the Moscow community and local areas, with secondary consideration to be given to programs to be administered in other areas of the State or northwest region. CMS will provide programming and services at a fair and competitive price, while ensuring cost recovery programming.

In instances where CMS has had active involvement with community programming/activities or will in the future have such involvement, recognition of that involvement within the mass marketing conducted by the University shall be pursued. CMS will attempt to include itself within the overall marketing/promotion efforts of the University.

Services will include, but not necessarily be limited to:

- Identifying programs and events with potential contract and earned income opportunities.
- Providing business and financial planning advice and support.
- Facilitating bids and contract negotiation.
- Providing logistical arrangements including facilities, housing/lodging, food service, parking/transportation, audiovisual, audio engineering, lighting, and technical services.
- Coordinating on-line registration services through a third party vendor.
- Creating, distributing and analyzing evaluation processes.
- Providing exhibit and trade show management.
- Overseeing production of conference proceedings.
- Organizing and facilitating pre- and post-conference tours and spousal events.

8. Metrics
   - Room nights annually at BWUI and CdAR as well as local hotels
   - University Residence Hall average bed nights June/July
   - Community $’s per visit – Economic Impact Survey

9. Goals

Goal 1

Expansion and Refocus:

Conference Management Services will seek opportunities to develop and expand conference and event programming.
Activities:
- CMS will develop a listing/data base of current and past customers, maintaining an active database on all such customers, and contacts made.
- CMS will develop and distribute a survey to faculty and staff to determine potential programming and event possibilities.
- CMS will be primarily responsible for the bidding, negotiating, contracting, implementation, and billing of conferencing programs and activities.
- CMS will ensure that all activities, present and future, give proper consideration to the University of Idaho Strategic Plan and its land grant mission, prior to development and implementation.
- CMS will distribute appropriate marketing/promotional materials to faculty/staff and departmental contacts, as well as private groups and organizations catalogued in the database developed by the unit. These distributions will be subsequently followed by individual contacts via telephone, e-mail, or otherwise.
- CMS will develop and make use of its website. The website will include a description of services, capabilities, a listing of conferencing activities hosted by the University, or in which they may be involved and finally, a Request for Proposal link.

Goal 2  Outreach – Linking University and Community:
Conference Management Services will take actions to maintain and further improve relations and collaboration with the Moscow Chamber of Commerce and local/regional businesses.

Activities:
- CMS will work to promote the interests of the University of Idaho, while initiating, building and strengthening collaborative partnerships with local businesses, civic organizations and statewide establishments.
- CMS will work closely with internal constituents to showcase programs and expose the general public to university faculty and their work and research efforts and administer activities both on- and off-campus.
- CMS will strive to offer diversified programming bringing increased numbers of individuals to the community to better diversify our campus population (students, staff and faculty).
- CMS will continue involvement and participation with the Chamber of Commerce, Palouse Marketing Committee, and the overall promotion of ideas and concepts developed.
**Goal 3  Maximize Services and Diversified Revenue Streams:**

Conference Management Services will work to foster increased activity related to conferences, conventions and large-scale events diversifying revenue streams and enhancing economic development throughout the state.

**Activities:**
- CMS will initiate pro-active executive education programming to assist internal and external constituents with professional development opportunities including management training programs, lecture series and public forums.
- CMS will work in tandem with University Support Services to secure large-scale programming conducive to utilization and support of the ASUI Kibbie Dome’s multipurpose capabilities.
- CMS will assist the University of Idaho, Chamber of Commerce and local businesses in promoting tourism through branding efforts related to the community and University.
- CMS will act as a marketing agent to secure additional summer youth programs to reach University sustainability goals. The facilitation of such programs will be managed by University Residences. Communication processes would be established to secure a smooth transition in customer service.

**Goal 4  Serve as a Self-Sustaining Department:**

Conference Management Services will take appropriate measures to serve as a self-sustaining entity through efficient management, coordination and implementation of programming.

**Activities:**
- CMS will strive to develop, implement or facilitate a 2%-5% increase in programming and event activities per fiscal year.
- CMS will promote and market the use of the ASUI Kibbie Dome through cooperation with University Support Services.
- CMS will work to centralize intake of conference/event activities and responsibilities occurring by/for/within the University structure, with the Administrative Operations unit.
- CMS and USS will develop and implement monthly input meetings with individuals and/or departments serving as intimate gatherings where targeted clients and prospects can share their ideas, successes, concerns and questions in a relaxed an open environment.