



## From Our Director

It is a pleasure to introduce to you the inaugural issue of the Conference Division's "Meeting Success" newsletter. It is our intent to provide you with the latest news and trends within the conference industry right here at Purdue University. As one of the largest collegiate conferencing venues in the country, we are proud of the facilities and services that Purdue offers guests. Whether a board retreat, an association meeting, or a national conference, our goal is to provide the utmost quality service that you expect and deserve, regardless of event size. Purdue's conference coordinator staff—including three Certified Meeting Professionals—is very well trained to assist in all aspects of your meeting, workshop or conference. We look forward to working with you!

Paul Horngren, CMP  
Director,  
Purdue University  
Conference Division

## Treasures Found at Purdue University!

On February 10, over 100 meeting planners assembled a party to hunt the many treasures available through Purdue's Conference Division.

At the fifth annual Successful Conference Workshop, Susan Xioufaridou, new sales coordinator for Conferences, presented the wide range of services and facilities available at Purdue, while equipping planners with tools to simplify conference planning.

"In the conference industry, Requests for Proposals (RFPs) are becoming a common tool for planners to solidify and negotiate details for their events," said Susan. "By providing worksheets for attendees to easily build RFP's, they will more successfully organize their events to spend more time focused on the content of their events."

Also at the event, Jo Wade from the Lafayette-West Lafayette Convention and Visitor's Bureau, expanded on the

resources available to planners within the community, including free services such as walking tours, maps, and brochures on area attractions and upcoming community events.

In the second half of the workshop, planners hunted through Conference Partner booths, seeking gems of services and amenities for their events. WBAA public radio at Purdue, the Envision Center, Purdue Athletics, Hall of Music Productions, and Purdue Continuing Education were among those represented.

As attendees browsed the exhibits, they savored the PMU Catering's new selections being introduced to their repertoire of gourmet delights. The mashed potato martini bar was a favorite, along with the build-your-own bruschetta station, a variety of desserts, and beverages, including Starbucks coffee.

For a copy of the event materials, e-mail Susan at [susanx@purdue.edu](mailto:susanx@purdue.edu).

## Meeting Planners Go Back to School

Across the country and around the world, meeting planners are going back to school: they are reaping the benefits of the state-of-the-art technology, credibility, and safety offered by holding their events in academic settings.

"The notion of meeting on a college and university campus has become much more widely accepted by the meetings industry," said Chuck Salem, vice president of Unique Venues (Small Market Meetings Vol. 5, No. 5, May, 2004).

Purdue's Conference Division's top-quality facilities and service have earned us a place as one of the largest university venues in the nation. Ten full-time event coordinators attend to each detail of the event while planners enjoy the benefits of worry-free, affordable meetings.

In addition to modern meeting facilities, Purdue offers these unique options for your next meeting:

- Host a meeting in the new Shively Suites at Ross Ade Stadium
- Have a hog roast at the Voinoff Pavilion after a golf tournament on one of Purdue's two championship golf courses
- Enjoy a wine-tasting event in an actual wine cellar (on campus)
- Coordinate a fun run/walk for your group
- Network with your conference attendees in the Union Club Presidential Suite
- Picnic in front of the Purdue Memorial Union
- Ride the Boilermaker Special to a local restaurant
- Host a tailgate event before a Boilermaker game
- Dine in the unique setting of an airport hanger

Click on [www.conf.purdue.edu](http://www.conf.purdue.edu) to learn more about the wide variety of venues and extensive range of services we provided by Purdue's Conference Division.

## What's NEW at Purdue!

Purdue's Conference Division has been providing excellent customer service to all sizes and types of meetings for over 40 years! That level of success can be achieved only by offering the services customers need.

Some of the great new services available through Purdue Conferences include:

- Our Web site at [www.conf.purdue.edu](http://www.conf.purdue.edu) now offers convenient online registrations, brochures, driving directions, and much more!
- Ten full-time professional event coordinators facilitate the details of on- and off-campus events.
- Our new sales coordinator, Susan Xioufaridou, will provide you with details on all available services and prepare a customized quote for your next event.
- Wireless Internet connectivity in Stewart Center meeting facilities for the high-tech attendees at your next conference.
- Free high-speed wireless Internet access in all Union Club Hotel Rooms.
- Fine dining in our newly designed University Residences Dining Courts.

## Meet Our Coordinators



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