

***We look forward to working with you!***

Congratulations! You will be working with one of Purdue University Conference Division's experienced conference coordinators to plan your event. In preparation for our first meeting, please consider the following checklist of items we will discuss. Another helpful tool for your conference planning is the Conference Planning Worksheet, available online at [www.conf.purdue.edu](http://www.conf.purdue.edu) in the Conference Planning Toolkit.

This checklist indicates planning items you will discuss with your conference coordinator, but does not include guidelines on content-related development such as goal and objective development and acquiring speakers and presenters.

***Booking your event***

If you have not yet done so, it is important that you meet with the Sales Office, Calendar Office, or directly with a coordinator to schedule your event with an activity approval form or calendar form. Student organizations are additionally responsible for filing an event planning form in the Business Office for Student Organizations.

Calendar Office

(765) 494-7229

Sales Office

(765) 496-6205 or

(800) 955-6385 [toll-free]

***Background information***

- Goals and objectives of the conference
- Official conference title
- Conference agenda or outline draft
- Conference history
  - Budget
  - Location(s)
  - Attendance
- Provide a short written description of program for Web site
- Provide a list of key event contacts

***General conference services***

- Lodging
- Food and beverages
- Meeting space needs and room setups
- Audio-visual equipment
- Transportation needs
- Tours, if applicable

- Attendee registration
  - online or paper registration
  - fees (attendee/exhibitor)
  - refund policy
  - specific data that needs to be collected
- Event planning form (Purdue student organizations only)

***Address your event marketing needs***

- Brochures, posters, advertisements, promotional items: meet with conference coordinator and Continuing Education and Conferences (CEC) graphic artist
- If doing your own marketing and publications, provide copy to coordinator for the CEC editor to review before publication
- If doing your own marketing and publications, but mailing is being done through CEC, obtain Printing Services forms (with account numbers) from your conference coordinator and provide CEC your mailing list

***Gain speaker commitments***

- Fees/honoraria
- Audio-visual needs
- Travel and lodging

***Staff your event***

- Hire or provide staff support for your conference, if needed: e.g., van drivers, hosts and hostesses, registration assistance, general conference support, audio-visual technicians
  - Salary and payments
  - Payroll packets

***Provide to coordinator***

- Promotional ideas
- Supply needs
- Rooming lists (hotel and/or residence hall)
- Speaker gift ideas
- All outstanding invoices from the conference not generated through your conference coordinator
- All receipts that require reimbursement through the conference account but not generated through the conference coordinator

- Guarantee numbers for meals and/or guarantee for residence halls lodging and dining
- Grant/sponsor information: e.g., Will there be any use of restricted funds?