

# Administrative Breakfast Series

## Meeting Planning 102

Presented by  
the Office of Conference Services (OCS)  
at Villanova University

October 25, 2007

# Part I.

## About the Office of Conference Services (OCS)

- Who we are
- Where we are
- Our Mission
- Types of Guest Groups
- OCS Resources



# Who we are ...

**Ron Diment, 9-7580**

Director of Conference Services

**Sue Scollon, 9-7895**

Conference Services Manager

**Stefanie Austinat, 9-7790**

Conference Reservations Coordinator

Plus a summer student staff of approx. 25 Shift Leaders, Conference Assistants and Service Desk Assistants.

# Where we are ...

- Galberry Hall – Main Office
- Stanford Hall – Summer Service Desk
- Good Counsel Hall – Summer Staff Office
- and all around campus!



# Our Mission ...

1. To generate revenue toward the financial goals of the University through marketing, managing and coordinating the usage of campus day and overnight meeting accommodations to external organizations and University-affiliated groups, especially during the summer months and other times of opportunity year round.

# Our Mission ...

2. To offer meeting management services and consultation to support program directors, camp directors, faculty, staff, meeting and event organizers in the planning and delivery of conferences, special events, youth camps, motivational and educational programs utilizing Villanova's campus facilities and service departments along with local off-campus resources.

# Our Mission ...

3. To efficiently facilitate, staff, and equip the University's annual transition from an academic year state of facilities usage and service department operations to a summer guest service operational mode, and back again.
4. To meet or exceed the expectations of meeting planners and attendees by delivering professional, one-stop-shop, planning assistance and quality service.

# Our Mission

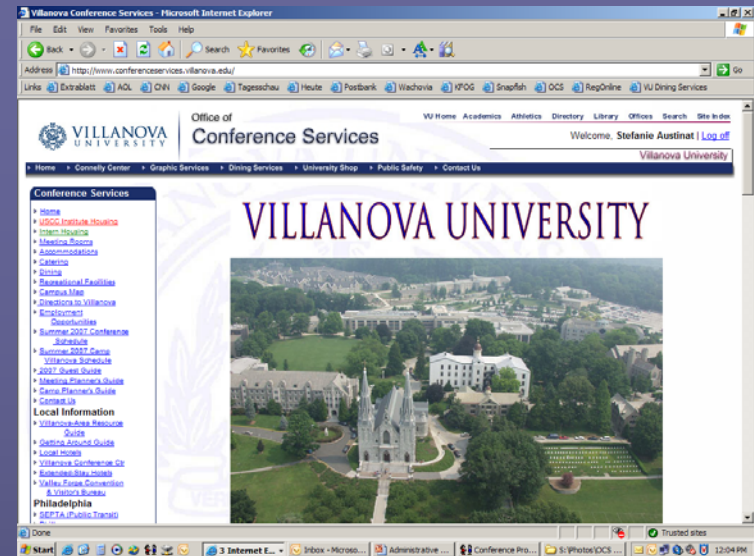
5. To serve as a meeting planning resource and consultant for faculty, staff, and students at Villanova University.
6. To enhance the University's public relations and favorable image in the eyes of Villanova's constituencies: the general public, educational organizations, religious groups, businesses, non-profit entities, professional associations, governmental agencies, faculty, staff and alumni.

# Types of Guest Groups ...

- Villanova University Department Events
- VU Department-Sponsored Organizations
- External Organizations
  - SMERF Market
  - Corporate
  - Camp Villanova



# OCS Resources at Your Disposal:



## OCS Website

[www.conferenceservices.villanova.edu](http://www.conferenceservices.villanova.edu)

## Brochures and Publications

Guest Guide, Resource Guide, Getting  
Around Guide, Campus Map

## Part II.

# What we do - Possible Components of Meeting Planning at Villanova:

- Meeting Space
- Media Technologies
- Housing
- Registration (pre-conference and on-site)
- Dining / Catering
- Wildcards
- Parking
- Transportation
- Publications/Printing and Signage
- Advertising/Promotion
- Taxes
- Liability Insurance
- Local Resources/Arrangements/Services

# Meeting Space

## Possible meeting/event locations

- Classrooms
- Connelly Center
- Dougherty Hall Lounges
- Athletic/Recreational Space
- Unique sites (Picotte Hall, St. Mary's Grotto, HSB 200 ...)



# Meeting Space

## Reservation Protocol

- Room reservations
  - Academic Year
  - Summer
  
- Room set-up
  - Academic Year
  - Summer



# Media Technologies

## Built-In

- Classrooms
- Connelly Center
- Meeting Rooms

## Portable

- LCD Projector
- PA System
- TVs, VCRs, DVDs

## Support

# Housing

## Summer Housing Options for Guest Groups

- West Campus Apartments (A/C)
- Traditional Dorms (A/C – South Campus and St. Mary's)
- Traditional Dorms (no A/C – Central Campus)

## Amenities (Internet, Fitness Center, Library)

## Housing Reservations/Assignments



# Registration

## Pre-Event

- Conference/Program Registration
  - Online
  - Paper form (fax, mail, e-mail)
- Housing Registration
  - Online
  - Paper form (fax, mail, e-mail)



## On-site (Housing/Program separate or combined)

- Preparations
  - Name badges, packets, binders, sign-in sheet etc.
- Staffing

# Dining/Catering

- Options
  - University Catering
    - Contact: Catering Department
  - Dining Hall Meals
    - Contact: Summer – Conference Services  
Academic Year – Dining Services
  - Cash Customers at Dining Hall or Cash Operations
    - Contact: Dining Services
- Important Considerations
  - Access (Wildcards, Vouchers etc.)
  - Meal schedule by day
  - Meal time scheduling
  - Guarantee numbers of diners



# Wildcards

## Uses of Conference Services Wildcards:

(Access granted on a group-by-group basis)

- Building Access (Housing and Meeting)
- Dining Hall Access
- Library Access



## With funds deposited:

- Laundry
- Printing/Copying
- Vending
- Dining Services Cash Operations
- UShop
- Off-Campus Merchants

# Parking

- Main Lot and/or Housing Lots, as applicable
- No Central Campus parking
- Blue handicap tags allow for parking in any handicap spots, including those on Central Campus
- Contacts
  - Parking Office
  - Conference Services

# Public Safety

- Classroom Access
- First Point of Contact for Guests and Visitors to Villanova
- On-Site Security

# Transportation

- R5 Station on West Campus
- Rt. 100 Stations on Central/South Campus
- 105 Bus on Lancaster Avenue



No on-campus shuttle service in summer,  
groups can hire own service.

# Publications/Printing and Signage

## Publications/Printing

- Binders
- Session printouts



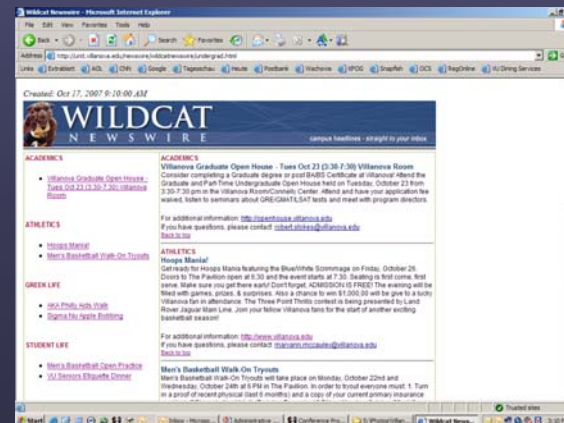
## Graphic Services

## Posting of signage on campus

- Locations
- Removal

# On-Campus Advertising/Promotion

- VU Homepage
- Departmental Website
- Flyers
- Campus Mailboxes
- Wildcat Newswire
- Mailings



# Taxes

## Housing

- 8% occupancy tax
- always applicable to external groups

## Meeting Space

- 6% occupancy tax
- always applicable to external groups

## Dining/Catering

- 6% sales tax
- applicable to external groups without sales tax exemption

# Liability Insurance

- Insurance certificate required from all
  - VU Department-Sponsored Organizations
  - External Organizations
- Insurance certificate not required from
  - VU Departments
- \$1 to \$3 million coverage
- VU added as additionally insured
- TULIP insurance options

# Local Resources, Arrangements, Services

- Valley Forge/Philadelphia/Brandywine Convention and Visitors Bureaus
- [www.gophila.com](http://www.gophila.com) (GPTMC)
- [www.foreverindependent.org](http://www.foreverindependent.org)
- Radnor Township
- MPI / ACCED-I through OCS



**THANK YOU!**

**Questions? Comments?**