Conference & Event Services
CES Presentation Overview

- Who We Are
- What We Do
- Why We Do It
- SWOT Analysis
- Program Review
- Program Review Findings
- Where Do We Go From Here
Our Vision, Our Mission, Our Values

VISION
The premier conference and event experience in higher education

MISSION
To create successful conference and events that support client goals and maximize use of University resources

VALUES
- Customer First Service
- Enriched Staff Community
- One-Stop-Shop Client Experience
- Enhance CSU Community
Our Organizational Goals

- **Consultative** - To provide comprehensive professional expertise in all areas of conference/event planning and coordination
- **Diversity** - Provide facilities and service that support diverse organizations and special events
- **Educational** - To support educational opportunities beyond the traditional classroom that enhance individual knowledge and skills
- **Financial** - To contribute to the financial well-being of the university and local community by maintaining a self-supporting auxiliary enterprise
- **Stewardship** - To provide optimum employment opportunities year round for the CSU community as well as to promote and maximize campus resources year round
- **Recruitment** - To promote an awareness of CSU to conference and event participants, thus aiding overall recruitment efforts
CES By The Numbers - 2014

2014 STATS

- 25,463 Attendees
- 62%
- 74.10%
- 75.73%

139 Total Groups
with an increase for Academic Year groups

Repeat Groups
38% new groups, increase from last year

Survey
Of clients responded to our post conference surveys

Consumers
Responded "Very Satisfied"
Services Offered

- On-Campus Accommodations
- On-Campus Event Management
- Registration Management
- Financial Administration
- Off-Campus Event Management
Our Service Guidelines

The primary purpose of any conference or event serviced by CES must align with the university mission.
Can We Service Your Event?
## Who We Serve

<table>
<thead>
<tr>
<th>YOUTH</th>
<th>ASSOCIATION</th>
<th>FAITH BASED</th>
<th>EDUCATIONAL</th>
<th>CSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID Tech Camps</td>
<td>American Society for Virology</td>
<td>National Youth Conference-Church of the Brethren</td>
<td>Little Kids Rock</td>
<td>Construction Management Career Fair</td>
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<tr>
<td>Athletic Camps</td>
<td>Dalcroze Society of America</td>
<td>Campus Crusade for Christ (CRU)</td>
<td>Colorado Climate Roundtable</td>
<td>Fall Leadership Forum</td>
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<td>Marching Band Camp</td>
<td>Rocky Mountain Meter School</td>
<td>Athletes in Action</td>
<td>Ecology and Evolution of Infectious Diseases</td>
<td>WCNR Reunion</td>
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<td>Communications Institute</td>
<td>Colorado School Counselor Association</td>
<td>Bethany Theological Seminary</td>
<td>Brain Gym International</td>
<td>Diversity Symposium</td>
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<tr>
<td>SoGES Summer Camp</td>
<td>United Bible Fellowship</td>
<td>Pathways to Success</td>
<td>Veteran’s Symposium</td>
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ACCED-I

- Professional Development
- Benchmarking
- Networking
- Recognition Among Peers
- Designations for Excellence
ONE-STOP-SHOP Certified

- One Contact
- One Contract
- One Bill
CAS Standards for Conferences and Events

- Accommodate Students (unique learners)
- Customer Focus on Guests
- Efficient Utilization of Resources
- Maximize Revenues
Colorado State University
Economic Impact

<table>
<thead>
<tr>
<th>TOTAL REVENUE</th>
<th>REVENUE SUPPORTS</th>
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<tbody>
<tr>
<td><strong>3.5 Million</strong> (2014)</td>
<td>Year round employment</td>
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<tr>
<td>CES</td>
<td>Building improvements</td>
</tr>
<tr>
<td>Residence Life</td>
<td>Lower R/B for students</td>
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<tr>
<td>Dining Services</td>
<td>HDS projects</td>
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<tr>
<td>Lory Student Center</td>
<td></td>
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<tr>
<td>Facilities</td>
<td></td>
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<tr>
<td>Campus Recreation</td>
<td></td>
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<tr>
<td>Parking Services</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
</tr>
</tbody>
</table>

Meet, Eat, Sleep, Play and Park
U.S. Community Reach
Economic Impact

PARTICIPANTS
11.7 Million

TOTAL REVENUE
1.04 Billion

AVERAGE REVENUE
$137.70 per participant

EMPLOYMENT
44K-82K Jobs

$3 University=$5 Community

Meet, Eat, Sleep, Play and Park
Return on Investment

**Hard**
- Increased Revenue
- Greater Occupancy Rate *(bed nights)*
- More People Served Throughout Campus
- Employment
- Maximize Facility Use

**Soft**
- Student Recruitment
- Exposure for the Campus
- Strategic Community Relations *(economic impact)*
- National Notoriety
Strengths and Weaknesses

**Strengths**
- Reputation
- Quality Facilities
- Dedicated Meeting Space
- Location
- One-Stop-Shop
- Revenue Generation

**Weakness**
- Campus Not Entirely Invested
- Not Enough Dedicated Space
- Priority Scheduling Issues
- 2nd Tier City
- Staff Burnout
Opportunities and Threats

Opportunities
- Increase Awareness
- Identify New Facilities and Services
- Niche Markets
- Value Added Pricing (technology, hospitality and location)

Threats
- Economic Conditions
- Competition
- Facility Renovations
- Policy Changes
- Calendar Shifts
Review Conclusions

- Enhance Customer Service Experience
- Internal Customer Education
- Staff Model Adjustments
- Increase Staff Productivity
- Communication Improvements
- Increase Revenue By Offering Upgraded Facilities
Progress, So Far

- **Productivity**: Reorganization of Coordinator positions in 2012
- **Customer Service**: Hired Guest Services Manager and centralized summer housing staff in March 2013. So far this model has been very successful
- **Customer Service**: Post-event survey processes improved
- **Productivity**: Implemented Kinetic Software in January 2014
- **Marketing**: Changed our name to Conference & Event Services in July 2014
- **Quality of Work Life**: Moved to Laurel Village office suite in August 2014
- **Internal Marketing**: Increased marketing budget and hired Sales and Marketing Manager in January 2015
- **Communication**: Weekly summer meetings, specific group tie downs, post-summer follow-up for each department
- **Communication**: Implemented a Client Deadline List within contract
- **Increased Revenue and Participants**: Consistently increasing year after year
Staffing Model

9 Full Time Staff
35 Student Staff (most are seasonal)
Room to Grow

- Enhance Student Employment Experience
- Scheduling
- Improve Sustainability Efforts
- Expand Intern Lodging Program
Awards and Accolades

Outstanding Institutional Achievement Award
March 2013
ACCED-I

Best Venue to Host a Youth Meeting or Sports Camp
October 2014
Unique Venues

Best Suburban Venue
October 2015
Unique Venues
Questions?

Dezarai Brubaker
Dezarai.Brubaker@ColoState.Edu
970-491-1378
www.conferences.colostate.edu