Conference Services
Event Questionnaire/Checklist

With a myriad of details to think about, let WWU Conference Services assist you with your next event. Our services are customizable to meet every need and any budget! Complete the following questionnaire and checklist to assist you in planning your event.

Contact Us: conferences@wwu.edu or 360-650-6821

| Department: |  |
| Date(s) of Event: |  |
| Time of Event: (Start and End) |  |
| Name of Contact: |  |
| Phone: |  |
| Email: |  |
| Fax: |  |

**Event Questionnaire**

**Event Information:**
- Are your guests paying to attend the event?
- What is the event schedule and agenda?
- Will your event be held on- or off-campus or both? If off-campus, where?
- Will food be served during the event?
- Will alcohol be served during any of the events?
- Will you need registration services? (online, payment, etc.)
- Will you be contracting with off-campus vendors?
- Will you need assistance with marketing your event?
- Will you need a web site created for your event?

**Participant Information:**
- What are the demographics of your group? (adults, children, mixed)
- Number of participants and guests:
- Will there be disabled guests who will require special accommodations?
- Will participants reside on- or off-campus?
- Will you have any guest speakers/VIPs/faculty/staff that will be paid?

**Parking/Transportation:**
- What type of transportation are your guests using? (car, bus, etc.)
- What is the estimated number of vehicles?
- Will participants park on campus?
- Do you require VIP or special needs parking?
- Will you need shuttle service to and from the event?
- Do you need any signage? (on campus directional, etc.)

**Space/Audio Visual Needs:**
- What type and how many classrooms/academic rooms will you need each day?
- Will you need a space for vendors and/or poster sessions?
- What time will you need access to the rooms? (set up, etc.)
- Do you need audio or visual equipment? If yes, what type? (microphone, podium, etc.)
- Do you need any telecommunication connections? (internet, access, phone lines, etc.)
- Will you need any equipment for displays? (easels, extra tables, etc.)
- Will you need access to any WWU recreational facilities?

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**Conference Services**

**Event Questionnaire**

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### Available Services

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<th>Event Development:</th>
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<td>Develop client action plan / timeline</td>
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<td>Coordinate planning meetings</td>
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<td>Initiate and process Event Authorization Form</td>
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<td>Initiate and process Meals and Light Refreshments Forms</td>
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**Program Development:**
- Conceive of and/or refine program ideas
- Identify experts/speakers
- Develop instructional activities
- Arrange for live broadcasts

**Speaker Needs:**
- Coordinate the design and printing of speaker materials
- Prepare speaker welcome package - gift baskets
- Provide welcome letters from key campus/community individuals
- Assist speakers with audiovisual and technical needs
- Arrange for local transportation to/from conference
- Assist with special travel arrangements
- Assist with rooming needs
- Assist with orientation to campus/community
- Assist speakers with travel and lodging information
- Provide travel information

**Technology:**
- Arrange for computer labs
- Arrange for internet access, individual logins
- Arrange for audio recordings
- Arrange for video recordings
- Arrange for satellite downlinks

**Lodging and Travel For Attendees:**
- Arrange for local transportation to/from conference
- Assist with specialized transportation needs
- Assist with sleeping room needs
- Provide travel information
- Assist with orientation to campus/community

**Conferree Packets:**
- Coordinate and acquire material to be used in conferree packets
- Coordinate and acquire conferree packets (i.e. folders, bags, briefcases)
- Assemble conferree packets

**Miscellaneous Conference Needs:**
- Secure academic approval of programs
- Coordinate the awarding of CEUs, academic credit, and certificates of completion
- Arrange for event tickets - sports/entertainment
- Notify local community of event (i.e., Office of Univ Comm)
- Arrange for library and/or research services
- Arrange for translation services (ASL / foreign language - please specify)
- Arrange for participant recreational facilities
- Arrange for accessible business office for participants/speakers/exhibitors
- Arrange for entertainment
- Invitations to event and university VIPs
- Send thank you letters
- Coordinate the design and printing of tent cards for presenters, exhibitors

**Registration (items are not separable):**
- Create conference registration form
- Setup online registration and payment system
- Register and collect income from attendees, exhibitors
- Design and print name badges
- Provide travel and lodging information
- Provide team of experienced registration staff to welcome guests
- Collect day-of event registration fees
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<td>Develop contract rates for meeting/event space</td>
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<td>Develop contract rates for exhibitor space</td>
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<td>Develop contract rates for entertainment</td>
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**Financial Management:**
- Develop and monitor program budgets
- Process checks, credit-card sales, and participant refunds
- Provide eligibility for tax-exemption status
- Process payment of speaker fees and honoraria
- Process expense documents, purchase orders, and receiving reports
- Bill organizations/vendors
- Provide financial accounting of program income and expenses

**On-site Event Management:**
- Provide name badges and conference materials
- Manage room setups
- Manage equipment requirements
- Manage catering/meal services
- Manage social functions
- Provide meeting facilitators

**Marketing:**
- Create initial marketing plan
- Design brochures and other publications with graphics
- Create conference website
- Identify and acquire mailing lists
- Create direct mailings, press releases, and public-relations materials
- Coordinate and process all mailings
- Coordinate call for papers
- Coordinate call for posters
- Plan special media and marketing events
- Arrange for group and public relations photos
- Track registration to evaluate marketing plan
- Research and/or contract sponsors and product donations for events
- Identify revenue sources
- Prepare publicity for public sections of conferences/events
- Conduct post conference evaluations

**Exhibitor Needs:**
- Determine appropriate exhibit/poster session fees
- Arrange for exhibit space
- Design exhibit layout
- Develop list of potential exhibitors
- Determine equipment, technology, electrical needs

**Tours, Off-site Activities, and/or Recreational Events:**
- Set-up pre and/or post tours
- Arrange companion activities
- Arrange children and teen activities
- Provide information for babysitting needs
- Coordinate with Bellingham Tourism Office