## Conference Planning & Operations
### 2010-2011 Annual Report

<table>
<thead>
<tr>
<th>Divisional Goal</th>
<th>Goal</th>
<th>Strategies</th>
<th>Intended outcomes (those listed in the Planning Document)</th>
<th>Unintended/Other outcomes (not listed in the Planning Document)</th>
<th>Evidence of whether or not outcomes were achieved*</th>
<th>How will your assessment data shape this strategy in the future?</th>
<th>How did this strategy support the Strategic Plan? The Vision for Students?</th>
<th>If you did not undertake the strategy please explain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a Service Oriented Culture in all units</td>
<td>Provide service and support staff for University departments to host meetings, conferences, and events connected to their objectives and operations.</td>
<td>Provide all aspects for conference, and event management/development at a reasonable cost with outstanding professional standards of operations and services.</td>
<td>Increase Interest from the local community to utilize the facilities on campus due to the level of service we can provide.</td>
<td>Staff Professional development, overall professional support and respect from the campus community and increase in revenue.</td>
<td>Community Word of Mouth business (i.e. MCS add’l conference and Teach for America), Increase in revenue to UC for external, local business, staff presenting at national conference and</td>
<td>Will give me more insight to what our customers expect and hopefully by doing that, help me to grow the business.</td>
<td>Support the goal within the strategic plan of campus culture and service excellence</td>
<td>N/A</td>
</tr>
</tbody>
</table>
| Departmental Goals not related to a Divisional Goal | 1) Become a Nationally Recognized and Student Development Center.  
2) One Stop Shop.  
3) Increase Revenue. | 1) Partner w/ Academic Departments to host National Conferences and, target/market to Academic Professional Organizations.  
2) Continue to excel in our full-service department by offering excellent customer service and by minimizing the number of contacts a client has to make with various departments in hosting events.  
3) Attend local and national tradeshows to try to open the door to bid on more events. | 1) Increase visibility and enhance the reputation and image of the University and Memphis as a conference destination and, a Nationally recognized Academic Conference Center.  
2) Part of Goal 1. – Professional Staff presented at an Industry National Conference and industry leaders continue to reach out to us for advice, information on how we do what we do. | N/A | N/A | The Goal of Partnerships: Cultivate relationships which link the mission of the University to external communities. | N/A |
meeting/conference business. Attend more conferences to network and for professional growth. Continue to try to work with D&D’s to bring more associations/conferences on campus.

Increase in our Full-Service (One-Stop-Shop) Business; Twice the number of past clients and 3) increase in external revenue to the University.

1. Please include highlights from 2010-2011 about programs/services not included in your Planning Document below:

<table>
<thead>
<tr>
<th>Program/Service</th>
<th>Intended Outcomes</th>
<th>Evidence of whether or not outcomes were achieved</th>
<th>How will your assessment data shape this program/service in the future?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher Student Worker</td>
<td>Additional help in front office, assist with events and contribute to the educational growth of a student in the Hospitality School</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Revenue Generated

<table>
<thead>
<tr>
<th>Client Type</th>
<th>FY2010</th>
<th>FY2011</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic</td>
<td>$23,614.00</td>
<td>$61,215.13</td>
<td>Colleges and Universities</td>
</tr>
<tr>
<td>Association</td>
<td>$271,968.80</td>
<td>$210,835.82</td>
<td>Repeat clients will hit next fiscal year</td>
</tr>
<tr>
<td>Corporate</td>
<td>$215,527.05</td>
<td>$274,607.21</td>
<td></td>
</tr>
<tr>
<td>FIT Corporate Partners</td>
<td>$41,564.40</td>
<td>$54,217.20</td>
<td>AutoZone, Methodist, FedEx, etc.</td>
</tr>
<tr>
<td>Government</td>
<td>$40,828.10</td>
<td>$103,804.36</td>
<td>Increase largely due to many MCS events</td>
</tr>
<tr>
<td>Individual</td>
<td>$0.00</td>
<td>$3,690.70</td>
<td></td>
</tr>
<tr>
<td>Non-Profit</td>
<td>$71,181.02</td>
<td>$147,055.18</td>
<td>Largely due to external business contracted at UC and Rose</td>
</tr>
<tr>
<td>Religious Organization</td>
<td>$9,034.00</td>
<td>$10,059.31</td>
<td></td>
</tr>
<tr>
<td>U of M</td>
<td>$166,186.58</td>
<td>$93,170.23</td>
<td>Decrease due to campus groups meeting at UC at no cost instead of FIT with cost</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$839,903.95</strong></td>
<td><strong>$958,655.14</strong></td>
<td>Numbers as of 6/30/11</td>
</tr>
</tbody>
</table>
Please Note FEC & Holiday Inn Revenue includes: Sleeping Rooms, Catering, Audio Visual Equipment, Audio Visual Tech Assistance, etc.
Conference Planning & Operations

Survey Results

Survey Description

The Conference Planning and Operations surveys were sent via mail and email in an attempt to generate greater response. Mailed surveys were sent with a return addressed stamped envelope. Clients are also sent a survey via email. Both mailed and electronic responses go directly to an excel spreadsheet in order for CPO to analyze the results. This survey is a customer satisfaction survey that asks clients to rate their level of satisfaction from a scale of 1, being very dissatisfied, to 5, being very satisfied. The questions are grouped together covering the following topics:

- Conference Planning and Operations staff
  - CPO staff knowledge
  - CPO staff efficiency
  - CPO staff on-site
  - CPO staff met your expectations?
  - Comments or suggestions

- Meeting room facilities
  - Cleanliness of meeting rooms
  - Overall comfort of rooms
  - Audio-visual equipment
  - Technical assistance
  - Comments or suggestions

- Dining food services
  - Quality of food
  - Cleanliness of catering area
  - Courtesy of catering staff
  - Variety/selection of food served
  - Comments or suggestions
Additionally, clients are asked about their overall experience and given three open-ended questions to gather more information and another question in order to use their comments in marketing material.

- **Overall rating**
  - Overall conference experience
  - Will you consider us for future events?
  - Comments or suggestions
- **Additional questions**
  - Please tell us about other contacts, departments, or organizations that may be interested in our services
  - What can we do to improve your conference and meeting experience?
  - How did you hear about us?
  - May we use your comments in our marketing material?

**Survey Responses**
Below displays the average score for each question from all surveys received from July 1, 2010 – June 30, 2011 compared to past years. Overall, 96 percent of respondents said they would consider us for future events. Scale: 1 – Very Dissatisfied; 2 – Dissatisfied; 3 – Neither; 4 – Satisfied; 5 – Very Satisfied (see next page)
<table>
<thead>
<tr>
<th>Question</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPO staff knowledge</td>
<td>4.77</td>
<td>4.88</td>
<td>4.83</td>
</tr>
<tr>
<td>CPO staff efficiency</td>
<td>4.83</td>
<td>4.83</td>
<td>4.83</td>
</tr>
<tr>
<td>CPO staff on-site</td>
<td>4.73</td>
<td>4.88</td>
<td>4.83</td>
</tr>
<tr>
<td>CPO staff flexibility</td>
<td>4.80</td>
<td>4.88</td>
<td>4.70</td>
</tr>
<tr>
<td>CPO staff met your expectations?</td>
<td>4.80</td>
<td>4.83</td>
<td>4.83</td>
</tr>
<tr>
<td>Cleanliness of the meeting rooms</td>
<td>4.97</td>
<td>5.00</td>
<td>4.83</td>
</tr>
<tr>
<td>Overall comfort of the rooms</td>
<td>4.65</td>
<td>4.72</td>
<td>4.66</td>
</tr>
<tr>
<td>Audio-visual equipment</td>
<td>4.88</td>
<td>4.38</td>
<td>4.40</td>
</tr>
<tr>
<td>Technical assistance provided</td>
<td>4.91</td>
<td>4.66</td>
<td>4.23</td>
</tr>
<tr>
<td>Quality of food</td>
<td>4.51</td>
<td>4.55</td>
<td>4.30</td>
</tr>
<tr>
<td>Cleanliness of catering area</td>
<td>4.82</td>
<td>4.77</td>
<td>4.40</td>
</tr>
<tr>
<td>Courtesy of catering staff</td>
<td>4.75</td>
<td>4.77</td>
<td>4.43</td>
</tr>
<tr>
<td>Variety/selection of food served</td>
<td>4.30</td>
<td>4.55</td>
<td>4.23</td>
</tr>
<tr>
<td>Overall conference experience</td>
<td>4.82</td>
<td>4.88</td>
<td>4.80</td>
</tr>
</tbody>
</table>
Listed below are the comments and suggestions per category:

**Conference Planning & Operations Staff**

*Strengths:*

- Staff was very professional and very quick to respond to all inquiries.
- Things couldn’t have been better. Every component of the work done for us was super! Very efficient and friendly. Ms. Ruffin did an outstanding job for us!
- Natalie Ruffin and Lauren Shelley are GREAT – so helpful and quick to respond to any request. A real pleasure to work with them.
- CPO staff was very courteous. It is nice to work with such a pleasant staff.
- Courtney was excellent, she was always available and was even present during the evening portion.
- We have been very pleased with your staff and meeting facility. Everyone is always professional and efficient.
- Great experience all around. Well done!
- Staff was very pleasant and eager to help.
- I want Courtney to run our entire thing next year and we will pay the consulting fee. I need help with this growing workshop. We needed her this year.
- Our Contact was Lauren Coggins. She did an excellent job. Ron was on site to assist us as well.

*Weaknesses:*
• I was misinformed about billing, but not a problem.

• This facility runs in a non-traditional way, which is sometimes difficult to adjust to. New “rules” seem to surface each year and there seems to be a lack of flexibility in the planning phase. Onsite, there is more give and take, which we truly appreciate.

**Meeting Room Facilities**

**Strengths:**

• Very impressed with the meeting room.

• Dave and Steve (Holiday Inn A/V techs) are very helpful as well and very customer focused.

• We have been extremely pleased with AV Technicians, they do a great job (Holiday Inn A/V techs)!

• We do these all around the country – this facility is the finest to date, and the staff has been the most professional we have encountered.

**Weaknesses:**

• There were issues with the PA system.

• It took AV guy 45 minutes to get the projector started and was never able to get audio out of laptop. Wireless mic had problems. After 2hrs of usage I had a lot of static.

• The computer in the room needed updated flash so had to switch computers...We also had some feedback about the chairs being uncomfortable.

• Might want to repair the chips/cracks in the center column support.

• There were some difficulties getting one of the computers to work with the LCD projector. Staff was unable to help in this regard.
• I was really upset that I was not informed about how to use the lighting. My presentation would have been much better if someone explained to me how to dim the lights.

• The meeting room was very hot and we asked 2 hours prior to the start of the meeting to have it cooled. Received attendee complaints.

• Rooms were warmer than anticipated.

**Dining Food Services**

**Strengths:**

• Food was good. Everything fresh and the fruit was beautiful and very sweet.

• Catering and food service staff are some of the most cordial, friendly and respectful I have seen. A great group – please share my thanks to them.

• Great catering staff and food was good.

• Attendees typically rave about the food and the staff is very friendly.

**Weaknesses:**

• It would be nice to have “Halal” option in the catering. If not at least let the group bring their own ethnic food.

• Service could have been a bit faster and set up food earlier than required in the event we went out for an early break or meal.

• Catering options are very pricey. It would be nice to have some low budget and vegetarian items on the menu.
**Additional Questions**

*What can we do to improve your conference and meeting experience overall?*

- *Everything was done very professionally—I can’t think of anything that needs improvement.*
- *Keep on doing what you are doing.*
- *Explanation of room functions.*
- *My suggestion would be to hold a pre-con (even over the phone) to set expectations from both sides.*
- *Take it all over.*

**How did you hear about us?**

- University Alumni
- From Other Planners At Office
- Cold Called
- University Employee
- Return Customer
- Advertisement
- CPO Website/Internet – most used source of information

**Recommendations to survey**

The CPO hosted events at a number of facilities this past year specifically the FedEx Institute of Technology, Rose Theatre, University Center and Downtown Law School. Approximately $960,000 of revenue was generated. Of these events, thirty-five surveys have been submitted. This is an average amount of surveys received over the past three fiscal years. Even though the response rate is low
compared to the number of actual events; the results from these surveys will provide needed feedback regarding CPO services and practices.

The Conference Planning and Operations Survey should remain the same in order to provide a benchmark for the following years to come. The questions asked are appropriate and provide great feedback. However, there are some improvements that should be made.

- CPO must work with multiple university partners within the different facilities in which it operates. It is recommended that a new question be added to the survey where client can select which facility or facilities housed there event. This will allow CPO to pinpoint specific issues with staff, audio visual, food & beverage service, etc. within that venue.

- Additional questions that could be asked are usage questions. For example, “How many meetings do you have per year?” and the next question may be “Out of these meetings how many time do you use the FedEx Institute of Technology?” These questions would provide more information about the clients.