**Conference Services**

**FY20 Objectives**

1. Explore new conferences and services to offer our existing clients within their organizations and affiliations.

*(Educate-Connect-Elevate: Foster partnerships offering collaborative and mutually beneficial opportunities.)*

1. Pursue new business internally by teaming up with the Convention and Visitors Bureau for a campus-wide sales blitz, and externally collaborating with Illinois Wesleyan Conference Department for a campaign on their campus.

*(Educate-Connect-Elevate: Foster partnerships offering collaborative and mutually beneficial opportunities.)*

1. Continue to utilize our registration software to its potential by collaborating with our AT Department to help tailor it to our needs.

*(Conference Services: Continue to enhance services to stay on the cutting edge in our industry to remain competitive.)*

1. Finalize work on the membership project collaboration with AT to migrate from Certain to Ungerboeck.

*(Conference Services: Continue to enhance services to stay on the cutting edge in our industry to remain competitive.)*

1. Explore new ways to generate revenue for the user fee account through non-academic scheduling for the lab schools and Facilities Management.

*(Educate-Connect-Elevate: Use best practices to continuously improve sustainability and institutional effectiveness.)*

1. Senior Professionals will continue to support the University and community with existing programs while pursuing new opportunities.

*(Educate-Connect-Elevate: Involve more faculty, staff, and students in outreach, engagement, and research opportunities locally, regionally, and globally. Deepen student engagement in activities that prepare them for lifelong learning and success.)*

1. Continue our excellent customer service with existing programs while continuing the pursuit of new business.

*(Educate-Connect-Elevate: Foster partnerships offering collaborative and mutually beneficial opportunities.)*