

Conference Services FY19 Objectives

- 1) Aggressively 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.)
- 2) 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.)
- 3) Continue to utilize our registration software to its potential by collaborating with our AT Department to help tailor it to our needs.
(Conference Services: Continuing to enhance services to stay on the cutting edge in our industry to remain competitive.)
- 4) Continue to revise and edit the Strategic Plan for the department for the next few years.
(Conference Services: To continue to evaluate our goals and services to best fit the needs of the unit and our clients while also aligning with E-C-E.)
- 5) 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.)
- 6) 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.)
- 7) 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.)