

Texas Woman's University

Denton ■ Dallas ■ Houston

Office of Lifelong Learning Continuing Education

<http://www.twu.edu/ce>

Your guide to a successful event!



Experience with local, regional, state and national events ranging from 5 to 5,000 attendees.

About TWU Continuing Education

For more than 20 years, TWU has been providing non-credit continuing education activities for those seeking professional advancement, licensure renewals, specialized training and conference management.

The Office of Lifelong Learning has served thousands of participants attending conferences, seminars, workshops and meetings. We've managed events as large as 5,000 and as small as 5.

Services can include receiving program enrollments by phone, mail, or secure web server; maintaining detailed rosters of participants and certificates issued; providing on-site as well as off-site registration services to participants; designing and mailing brochure and registration information; and dealing with all financial issues of the event.

TWU Continuing Education programs are self-supporting. Course or conference registration fees rather than state-appropriated funds support Continuing Education program development, operation and overhead costs. Costs are based on the complexity of events - length, number of participants, marketing and registration methods, as well as direct program costs. Based on our years of experience with events, the Lifelong Learning team can closely predict the costs and revenues for events to maximize your opportunity for success.

Why Should You Use TWU Continuing Education Services?

- ▶ You can concentrate on your daily business, rather than the logistics of your event.
- ▶ Your department has the potential to earn income by hosting an event.
- ▶ Faculty/Staff have the potential to earn income by presenting at a conference/event held at TWU on their own time.
- ▶ You can rely on our negotiating strategies to ensure the best prices for meeting space, equipment, lodging and food services.
- ▶ You will receive technical support including online registration and financial management; professional name badges, certificates and signage; and detailed lists and reports.
- ▶ You are assured the best value on program marketing, materials and travel.
- ▶ Continuing Education is able to offer continuing education credits/contact hours to a variety of professions as well as maintain records for seven years.

"Continuing Education has provided invaluable help in coordinating all of the events, marketing, activities, budget, staffing, and running of the Power of a Healthy Woman annual event at TWU. We could not have been as successful without their support and help. In addition to providing the necessary components, they have always served on the steering committee that involves monthly meetings over a year and weekly meetings during the month before the event. Kudos for their tireless and competent service!"

*Nancy DiMarco, PhD, RD, CSSD
Texas Woman's University, Institute for Women's Health*

Summary of Services and Pricing

Basic Conference / Workshop Package

Based on program complexity, length, attendance:
\$19 – One Day, \$24 – Two Days, \$29 – Three Days
(determined by Continuing Education).

- Financial
 - Program budget
 - Invoicing
 - Fee processing
 - Management of vendor payments
 - Financial reconciliation
- Reports to include
 - Registration roster
 - Financial summary
 - Enrollment statistics
- Speaker Contracts and Arrangements
 - Travel
 - Lodging
 - Materials
 - A/V
- Contracts
 - Facility arrangement / scheduling
 - Suppliers (exhibitors, outside vendors)
- Requests for proposals (RFPs)
- Registration management for events held at TWU
- Marketing plan consultation
- TWU parking arrangements
- Post-event online standard evaluation
- Confirmation email
- Catering management

Additional Services

(Additional services are optional at the specified fee.)

- Customized registration pages – \$50 per hour
- Online registration service – \$1 per person
- Registration by telephone or mail-in – \$1.50 per person
- CEUs
 - For events hosted by TWU Continuing Education, a \$10 per person fee is charged for CEUs. Some disciplines require an application fee specific to the profession. In these cases, the CEU application fee is charged at the actual cost in addition to the \$10 per person fee.
- Evaluations other than the standard online TWU form – \$250 + \$30 per hour tabulation
- Evening, weekend and off-site support – \$40 per hour
Additional charges may apply for large event registration (over 100 participants) and/or evening, weekend or off-site support.
- Marketing – \$50 per hour per item (3 hour minimum)
 - Brochure design
 - Newspaper ads
 - Emarketing

Additional Services (cont.)

- Custom web page using TWU template – \$50 per hour (3 hour minimum)
- Customized logo for event accessories – \$50 per hour
- Specialized signage (actual cost)
- White name tags with plastic holders (small) – \$1 each
- White name tags with plastic holders (large) – \$2 each
- Conference program design – \$50 per hour (3 hour minimum)
- Audio/Visual tech – actual cost
- Audio/Visual equipment – actual cost
- Printing/Production cost – actual cost
- Registration mailing to client's mail list – actual cost
- Food catering: breakfast, breaks, lunch – actual cost
- Local transportation – actual cost
- Conference gifts: tote-bags, t-shirts, mugs, pens, etc. – actual cost
- Facility rental – actual cost
- Table / Chair rental – actual cost
- Speaker arrangements, travel, hotel, etc. – actual cost
- Exhibit management – \$50 per hour
- Contract negotiation for off-site facility – \$50 per hour
- Off-site facility inspection (mileage charge)
- Other contract negotiations – \$50 per hour

Optional Services

(The optional services may be performed by the department.)

- Invite exhibitors
- Request samples, prepare bids for “give aways”
- Assemble packets
- Review banquet event order (BEO) and turn in guarantees
- Provide speaker itineraries
- Receive and prepare handout materials
- Secure and monitor doors for ticketed sessions & meals
- Prepare hotel signage
- Check in exhibitors
- Sponsorship

“On behalf of the Psychology program of the Federation, I would commend the experience we had with OLL. Christianne Price and everyone who helped staging our 2011 workshop were most helpful. We really appreciated help with drafting our flyer, mail outs, the on-line registration and advertising, operation of the registration desk, and having the CEU certificates ready at program's conclusion on the same afternoon as the workshop. Scheduling our program close to the OLL office was most convenient when last minute details needed attention.”

*Lawrence J. Schneider, Ph.D.
University of North Texas, Department of Psychology*

Program Proposal Form

Title: _____

Suggested Date(s): _____ Time: _____ Location: _____

Contact Person: _____ TWU Dept. (if applies) _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ - _____ Email: _____

Instructor's Name: _____ Email: _____

Telephone: (____) _____ - _____

Instructor's Qualifications: _____

Course Description: _____

Statement of Objectives and Rationale: _____

Indicate Criteria for Awarding CEU's to Individual Students:

- Evaluation of Student Performance
- Evaluation of Instructional Procedures
- Evaluation of Course Effectiveness

Note: CEU's cannot be awarded without the program proposal form.

Is an industry specific CEU application required? Yes or No

If yes, please provide what *type of CEU* is needed and *contact information*: _____

The following information is required to process the request for CEU's:

- Proposal form
- Program (rough draft acceptable)
- Detailed agenda
- Vita(s) on presenters
- Information on agency if first time request for CEU's

Questions: Contact TWU, Office of Lifelong Learning at 940.898.3408 or email lifelonginfo@twu.edu.

Return form to:

Texas Woman's University, Office of Lifelong Learning
PO Box 425649
Denton, TX 76204-5649

Office use only:

Number of CEU's awarded: _____
(1 CEU per 10 Contact Hours)

Approvals:

Chairperson (Department)

Date

Dean/Director

Date

Associate Director of Lifelong Learning

Date

Event Planning Questionnaire

These questions are designed to help you think about and organize your event. Our team will work with you as a resource and guide to help answer these important questions.

1. What is the purpose for this program?
2. Who is the intended audience?
3. How many attendees are you expecting?
4. What are your financial goals/expectations?
5. Are there other examples of this type of event or program? If so, who/what/when/where?
6. What is the registration fee range your attendees normally pay to attend a conference/workshop?
7. Will there be other sources of revenue used to host the event (grant, fundraising, etc.)?
8. Will volunteers be used to assist in various aspects of the event? Yes No

Location

Which campus (Denton, Dallas, or Houston) would be best for your intended audience?

Can the event be hosted off-campus?

Will they need to park on campus? (not applicable to Houston) Yes No

Will security be needed? Yes No

Event Format

Do you have a plenary session? Yes No

Multiple breakout sessions? How many?

CEU's

Will attendees require CEU's? Yes No

Lodging

Will your attendees need hotel accommodations? Yes No

What is the expected accommodation type?

Transportation (for attendees and/or speakers)

Transportation arrangements to the event location from the airport(s)? Yes No

Transportation to the event location from area hotels? Yes No

A/V Requirements

Will your presenter(s) require audio/visual assistance? Yes No

Food Services

Will you need a food vendor? Yes No

Will you be serving morning and/or afternoon breaks? Yes No

Will you be serving lunches or dinners? Yes No

Will you need a reception? Yes No

Will you have any off-campus functions as part of your event? Yes No

Marketing Planner

Understanding the target audience and how to reach them is a key factor for success. Lifelong Learning can provide valuable insight and support in making sure the event reaches its intended audience.

Event Title: _____

Date(s) of Event: _____ Location of Event: _____

Event Start Time: _____ End Time: _____

Important Note: Program content should be provided to the designer at least six months in advance of the event date to allow adequate design, printing, and mailing time. The text for the marketing piece should be in Word, formatting is not necessary.

1. Who is the intended audience? _____

2. What is the most effective way to announce the event to the intended audience?

Emarketing

Brochure

Postcard

Flyer

Webpage

Newspaper Ad

Online Marketing

Other _____

3. Who will provide the mailing or email list? _____

4. When is the publication needed? _____

5. If advertising through a printed publication:

What newspaper/publication? _____

Deadline date _____

6. How many printed pieces will be needed? _____

7. Will the marketing piece need a mailing panel? Yes or No

8. Artwork or photographs needed? Yes or No

9. Who will supply the artwork/photographs if needed? _____

10. Considerations:

- Brochure / Postcard / Flyer

- Size

- Color

- Paper

11. Provide speaker biography for the marketing publications.

Note: Permission must be provided for all photo's used within marketing publications.

Timeline Planner

Event Name: _____

Faculty/Sponsor: _____

Department/Organization: _____ Event Date(s): _____

Event Activities	Optimum Lead Time	Minimum Lead Time	Target Date	Actual Date
Initial meeting	9 mos.	8 mos.		
Prepare budget*	9 mos.	8 mos.		
Receive signed contract w/sponsoring party: budget & marketing plan	8 mos.	7 mos.		
Confirm space/room/hotel rooms	8 mos.	7 mos.		
Marketing publications/printing/materials	6 mos.	4 mos.		
CEU applications	6 mos.	5 mos.		
Prepare speakers' contract	5 mos.	4 mos.		
Acquire mailing lists	5 mos.	4 mos.		
Prepare mailing lists	4 mos.	4 mos.		
Prepare online registration	4 mos.	3-4 mos.		
Receive registrations	4 mos.	2 mos. - conf. time		
Receive signage information	2 mos.	1 mo.		
Confirmation letter	1 mo.	3 wks. - conf. time		
Packet assembly	3 wks.	2 wks.		
Certificates/name tags	2 wks.	1 wk.		
Names for guest tags	3 wks.	2 wks.		
General supplies needed **	3 wks.	2 wks.		
Post Conference	Optimum Post Event	Minimum Post Event	Target Date	Actual Date
Post conference meeting	1 wk.	2 wks.		
Pay speakers	1 wk.	2 wks.		
Pay invoices	Upon Receipt	1 mo.		
Collect outstanding balances	3 wks.	1 mo.		
Prepare final budget	1 mo.	2 mos.		
Transfer funds	2 mo.	3 mos.		

*Required prior to program announcement. **Information required for budget.

Program Coordinator, Lifelong Learning Date

Director, Lifelong Learning Date

Faculty/Sponsoring Department Date

Proposed Program Budget

Event Title: _____

Prepared by: _____ Date: _____

Estimated Number of Participants: _____

Direct Expenses (examples)	Amount	Comments
Speaker Costs		Estimated
Travel/Transportation		Estimated
CEU Processing		
Supplies		Estimated
Food		Estimated
Total Direct Expenses		

Marketing Expenses	Amount	Comments
Design Services / Time		Min. 3 hrs. @ \$35/hr
Mail/Distribution		Estimated
Printing/Duplicating		Estimated
Materials (ex. tote-bags)		
Total Direct Expenses		

Lifelong Learning Per Person	Amount	Comments
Lifelong Learning Rate		
Total		

Total Expenses	
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Per Person Cost		Total Expenses/Number Participants
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Income	Amount	Comments
Participant Registration Fee		
Total		

Budget Summary	Amount	Comments
Total Direct Expenses		
Total Marketing Expenses		
Lifelong Learning Rate		
Total of all Expenses		
Total Income		
Available Revenue after Costs		

Texas Woman's University - Office of Lifelong Learning

Evaluation of Services

Event Title: _____

Date of Event: _____

General

How would you rate the online registration process? (1 = poor, 5 = Excellent) 1 2 3 4 5

How would you rate the on-site registration process? (1 = poor, 5 = Excellent) 1 2 3 4 5

Was the on-site registration organized? ____ Yes or ____ No

If no, how can we improve? _____

Do you feel the marketing materials, signage, nametags and other printed materials looked professional?

____ Yes or ____ No

If no, how can we improve? _____

Coordinator

Was the coordinator friendly and willing to assist with projects and tasks? ____ Yes or ____ No

If no, how can we improve? _____

Did the coordinator respond to you in a timely manner? ____ Yes or ____ No

If no, how can we improve? _____

Were deadlines met? ____ Yes or ____ No

If no, how can we improve? _____

How can we better serve you? _____

Please return form to:

Texas Woman's University
Vice Provost & Dean Graduate School
JMartin@twu.edu
P.O. Box 425649
Denton, TX 76204-5649

Continuing Education Staff

Christianne Price, Program Coordinator

CPrice3@twu.edu | 940.898.3466



Christianne serves as the Coordinator for Continuing Education. She came to TWU with experience in marketing and coordinating events, first as a political campaign manager and later directing external outreach for a commercial construction company in Fort Worth. Her relationship with TWU began as a child when her mother was a student completing her elementary education degree and brought Christianne to campus (her favorite place was the library). Christianne has a B.A. in Government and a B.S. in Marketing from TWU and is currently pursuing her Master of Public Administration at UNT.

Cindy Howell, Project Coordinator

CHowell@twu.edu | 940.898.3445



Cindy has been at TWU since July of 1989 and with the Office of Lifelong Learning since 1998. In her current position, she designs promotional materials for events sponsored by Continuing Education and maintains the CE website. Cindy has an Associate of Office Administration degree from North Central Texas College and is currently pursuing her Bachelor in Family Studies degree at TWU.

Gwenn McKeehan, Continuing Education Accounting Assistant

GMcKeehan@twu.edu | 940.898.3408



Gwenn is the Continuing Education Accounting Assistant. She has over 20 years of accounting experience. Before coming to TWU, Gwenn worked in the accounting field in Chicago and in the Dallas/Ft. Worth area. Currently she is in charge of billing and processing payments for all of Continuing Education's non-credit workshops.

Contact us today to start planning your event!

Texas Woman's University

Office of Lifelong Learning, Continuing Education

P.O. Box 425649

Denton, Texas 76204-5649

940.898.3408

Fax: 940.898.3416

lifelonginfo@twu.edu

<http://www.twu.edu/ce>

The Denton office is located in the Administration Conference Tower Building (ACT) on the second floor. Office hours are Monday – Friday, 8:00 am – 5:00 pm.