CONFERENCE PLANNING CHECKLIST

A Year of Planning and Coordinating

Planning successful events, from a simple meeting to a several day conference, takes forethought and time and will require many months of planning and coordination. Brown Conference Services highly recommends that any event be planned at least a year in advance to ensure that resources are secured and spatial and temporal conflicts are avoided. Below is a chronological checklist put together by Brown Conference Services to plan and coordinate a successful event at Brown University. It is meant to keep both the directors of the conference and Brown Conference Services on track.

As Early As Possible (more than **1 year** in advance):

Set Dates
☐ Check the University Calendar for possible conflicts, such as major sporting events, conferences, holidays, and University programs (such as Thanksgiving and Easter services, Homecoming, Parents' Weekend, etc.). Consider Spring Break or early June. Dining Services, Media Services, and Facilities are incredibly busy during the months of April and May, so try to avoid these months. Keep in mind that the University prioritizes events on campus with those that align with its academic mission. The University is a year round credit-bearing institution whose classes and events take precedent.
☐ Contact the Scheduling Office to reserve meeting rooms, breakout rooms, workshop rooms, and/or banquet rooms. The staff at Conference Services can also recommend what spaces on campus may fit your needs best.

Program Planning and Design
☐ Look over and fill out the Conference Planning Worksheet (CPW).
☐ Bring the CPW with you to the One-Stop-Shop Open Hours staffed by Media Services, Facilities, Dining Services, and Conference Services.
☐ Develop educational design (participant needs, program and participant objectives, topics, speakers, and medium of instruction). Do NOT contact your speakers until you have finalized your dates and time with Conference Services.
☐ Determine publicity/advertising schedule and call for papers, if applicable
☐ Check budget and provide a cost projection sheet with bid for services needed to Conference Services. We can assist you with budget projections at Open Hours.
☐ If high-profile speakers are being sought, earlier contact may be initatied.

Housing
☐ Determine which hotel your guests will be staying during the conference. Keep in mind the distance from the hotel to campus and consider potential transportation services needed. Refer to the CPW for suggestions and descriptions of surrounding hotels and other accommodations.
☐ Hold a room block at the hotel and sign the contract.

9-12 Months

Registration/Website
☐ Create a website for your conference. Include your hotel reservation, travel information, agenda, etc.
☐ Build the registration website with Conference Services.
☐ Set-up the registration link on the conference website and include when the link will go live for registration.