

## Questions to organisers for compiling a brief for our Conference Management Service (CMS)

To help you think about the elements of CMS you might require, we have compiled a list of questions on the following pages for you to consider and note a response under each heading. Please return the sheets so we can assess your requirements and give an accurate quote for our CMS.

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Please return the completed sheets to [CMS@royalholloway.ac.uk](mailto:CMS@royalholloway.ac.uk)  
with your name, event number and title of your Event/Conference

## Your event

- What is the nature of your event?
- Is it a one off event or an annual event?
- Is it niche or broad based?
- Is it a commercial or academic event?
- Are the delegates international or UK based?
- Which is the most basic element of the event you want CMS to provide?

## Registration

- What numbers are you realistically anticipating?
- Will you require individual registration, group registration or both?
- Would you consider a discount for groups?
- Will your event attract international delegates?
- Have you got a database of potential delegates? If not, from where are you hoping to attract your delegates?
- Are various payment methods required for conference fees and extras? Credit cards, invoicing, BACS payments?
- Would hard copy registration also be required?
- Please state the types of delegates and packages you would wish to make available online? i.e. Full, Day, Member, Student, Partner (with or without accommodation). Give details if possible of package make up.
- Are there delegates who will be free of charge?
- When do you need the online registration to go live?
- What is the deadline date for early bird registration – if you have one?
- What is the cut-off date for last registrations? (Please base this date on what is realistic to provide all the information for delegates and collating your information i.e. rooming lists, badges, programme inclusion/printing for the venue)

## Budget

- Has a budget been set/agreed and if so is the aim to break even on the event or make a profit? (profits can be used for bursaries or funding students for future conferences)
- Do you have funding available to cover costs before all the delegate income is received?
- Consider building in a contingency – there's always something which costs more or might not have been considered.
- Consider in your construction of the delegate rates the CMS charge and the additional transaction charge applied by the online payment provider for use of cards. (TBC by CMS)

## Marketing

- Are you advertising your event already? If so, where?
- When and how are you marketing your event?

## Speakers

- Do you have your speakers booked?
- Where will they be travelling from?
- Who will be dealing with their travel arrangements?
- Are they VIPs?
- Will the speakers be staying on site?
- What additional benefits would speakers expect?

## Early bird incentives

- Are you offering any incentives to early bookers?
- Consider the deadline for early bird offers – not too late as you need to guarantee sold places to cover costs (delegates often wait until very near the deadline to register).

## Cancellations

- Have you considered cancellation terms? (Cover costs on your contractual requirements etc.)
- Will you have options to refund or replace named delegate? (Time frame required)

## Partners' rates

- Are you going to offer partners' rates to attend?
- Would they expect a partner's itinerary or social programme?
- Is this something you would like CMS to help with?

## Planning

- Have you got an initial plan of how you see the event running?
- Do you require the delegates joining instructions to be part of CMS? Yes / No
- Do you require registration desk cover through the conference? Yes / No
- Do you require the CMS to provide accommodation rooming lists from the registrations?

- Is there going to be an Event / Conference dinner and would this be a separate option on the registration or included in any package?

## Registrations and payments

- Do you want CMS to process all registrations and payments?
- How would you like registrations / payments reported?

## Delegate extras

- Will delegates' folders be required with event/conference information and literature?
- Do you want us to source suitable folders or bags? (There is an additional charge for folders and bags).
- Basic delegate badges are included in all the CMS options (Lanyard style identification may incur an additional charge).
- Are there any other services or tasks you would like us to quote or advise on at this stage?

## Sponsorship

- Have you considered sponsorship for this event?
- If so, how many sponsors do you want to attract?
- Have you considered what sponsorship packages you will be putting together?
- How would you see this being handled?
- Would this be part of your CMS requirement?

## Exhibitors and selling space

- Have you considered exhibitors and selling space?
- If so, would it be a built shell scheme or table top offer?
- Would this be something you want CMS to manage?
- Is online registration required for exhibitors?

## Academic programme and content

Please note that this is not an area which our conference management service covers so you should be aware of this when planning the stages of the event.

## Finally

We want to know ...

- What is the most important thing to you about your event?

**Comments** – please let us know of any other thoughts you have with regard to the services we can provide to help you arrange and deliver a successful event / conference.