



# Office of Conference Services

NEWSLETTER • SPRING / SUMMER 2009

## Conference Services has a new Division

The Office of Conference Services has undergone some re-structuring. Previously, we were housed under the auspices of Campus Services/Facilities Management.

In February we were transferred to the Division of Institutional Advancement at UNE and now report to the Vice President of Institutional Advancement, Harley Knowles.

Beyond a fundamental structure-shift, we are continuing operations and business-as-usual; however, we feel it's important to communicate these changes to our valued clients and service providers.

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## CONFERENCE SERVICES 2.0

We recently attended a targeted marketing institute at our annual professional conference in Boston where we were introduced to the possibilities and power of utilizing online services and social networking.

We identified this to be a valuable tool to assist us in sharing the UNE Conference Services experience with clients and their attendees alike. Not only can we include more detailed information about our services and amenities, but we can offer more extensive material regarding Southern Maine Area Attractions and Recreation during your stay. In addition, we hope that many conferees may use it as their own "networking tool" when planning their attendance.

**We invite you to explore our new Facebook Page ... If you like it, become a fan!**  
**www.Facebook.com:** Search for "University of New England Office of Conference Services"



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## 2009 SUMMER STAFF

In March we conducted interviews with 38 students interested in summer employment with our department. After a very difficult selection process, we were able to offer positions to 14 individuals.

Made up of UNE students, they are between the ages of 19 and 22—future physical and occupational therapists, pharmacists, marine scientists, physicians’ assistants, teachers, politicians and entrepreneurs. They believe in putting the customer first and working together as a team—and though they are students, we think of them as an extension of our professional staff!

We hope that their wide scope of experience and unique backgrounds will help them to serve our guests 110% everyday.

## EVENTS . . .

**APRIL** Community Partners  
Self-Advocacy Event

**MAY** Southern Maine Medical  
Center Annual Meeting

**MAY** Hugh O’Brien Youth  
Leadership Group

**JUNE** College of Osteopathic Medicine  
Senior Week



**IN THE SPOTLIGHT . . .** Each summer we hire between 10 and 15 student staff to live on campus and respond to the needs of our conferees during their stay. With only 3 professional staff in our department, these individuals are invaluable to heightening the level of customer service we’re able to provide. They undergo over 20 hours of classroom and “field” training and there is a staff member “on-duty” 24 hours a day. We encourage you to seek them out for any needs or requests you may have.

## **SUMMER CONFERENCE ASSISTANT**

## ONLINE REGISTRATION

We are extremely excited to announce a brand new partnership with Acteva, an online event registration portal. Through this partnership, we are able to offer full-service registration management for events—whether the event is occurring on our campus, or off-site!

This service streamlines the process for event organizers and with our One-stop-shop certification, we have the ability to ask your attendees all the right questions: register them for breakout sessions, track their meal choices or dietary concerns—and accept and process secure payment. We take care of all these details—including on-site registration, if you choose.

After all, the success of your program IS our business, and we’re happy to lighten the burden of coordinating numerous registration particulars!

## NOTES FROM THE DIRECTOR

With the 2009 summer conference season upon us, UNE is becoming a destination hot spot for local, regional and national conference and meeting planners. As an ocean-front property, we have seen an increase in inquiries from meeting planners seeking our expertise in planning and executing their next conference, meeting or event.

In light of today’s economic times, professional meeting planners are practicing fiscal responsibility and seeking alternative venues, like universities and colleges, that provide more budget-conscious options than higher priced hotels and resorts.

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