

MAJOR EVENT TRAINING

FOR STUDENT
ORGANIZERS OF
CONFERENCES AND
CASE COMPETITIONS.

APR 20 | 12:00 – 12:40 PM

STUDENT CONFERENCES COMMITTEE

SOMSTUDENTCONFERENCES@YALE.EDU

WHAT WE'RE COVERING TODAY

**INTRO
DUCT
IONS**

THE COMMITTEE
& HOW WE HELP

**CONS
IDERA
TIONS**

HOW TO BE
SUCCESSFUL

**THE
BEGIN
NINGS**

THE BUILDING BLOCKS
TO FOCUS ON NOW

**ACTIO
NS TO
TAKE**

YOUR NEXT
STEPS TO PLAN

**YOUR
TURN**

Q&A | OPEN
FORUM

THE STUDENT CONFERENCES COMMITTEE (SCC)

A staff committee centered on supporting your successful planning and hosting of your conference and or case competition.

SPONSORSHIP
SPEAKERS & JUDGES
EVENT LOGISTICS
CONTENT
DIVERSITY
MARKETING &
COMMUNICATIONS
PURCHASING &
BUDGETING



Keep you on track
with planning



Provide solutions
to challenges



A team to bounce
ideas off

WHO DO WE CONTACT?

Watch out on
following slides
for names and
profiles of
important
departments.

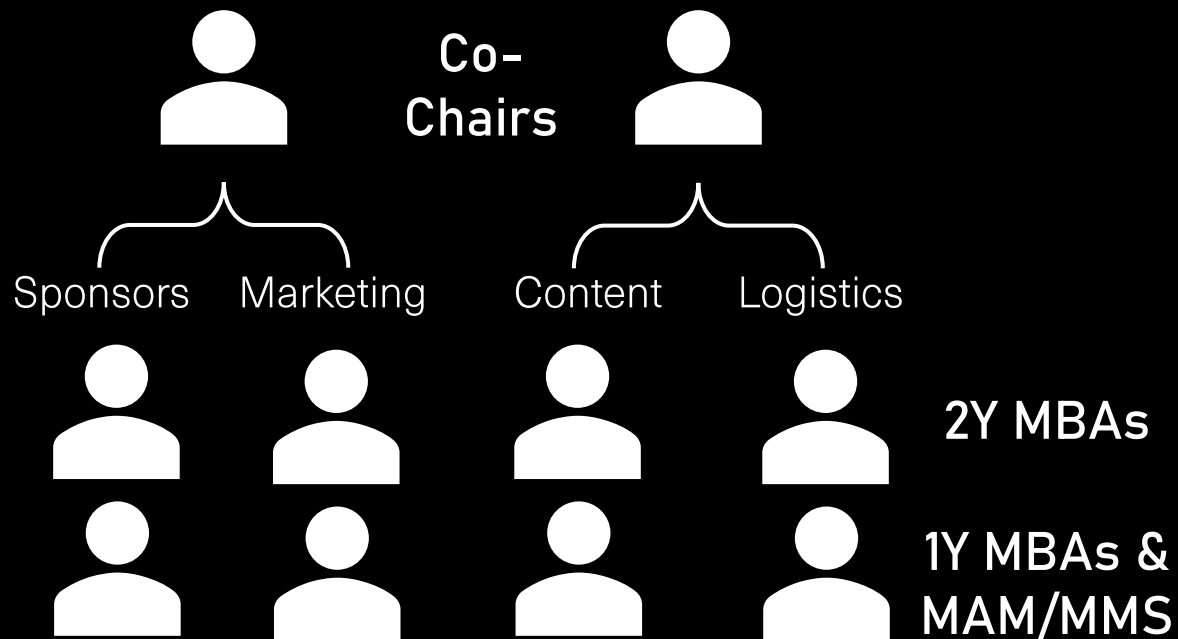
Contact sheet of all SCC
staff members provided at
end of slide deck.

CONSIDERATIONS

What you'll need to do, and what we expect from you.

ESTABLISHING YOUR LEADERSHIP

Now is the time to think about your expanded leadership team. Consider structuring your event in the below structure.



While Gavin felt he could coordinate the conference singlehandedly, he also forgot about classes, exams, interviewing and recruiting, coordinating other club events, attending other events, sleeping, socializing, and generally not trying to break down...

...don't be like Gavin.
Get your team in place ASAP!



Why do we have them?

We set core deadlines to keep you on track and making sure you're completing major items in good amount of time. Many deadlines are tied to historical knowledge on company relationships, as well as understanding the timeframe it can take to set up items with third party vendors and other processes in Yale.

CORE DEADLINES

Deadline Item

Finalize main theme & title

Submit projected budgets and projected total expenses to AASL

Set up Website/Event Registration, following Yale's Branding and Licensing Policies

Obtain approval of initial list of sponsors/speakers

Confirm tentative agenda of event & room bookings

Confirm content outline: themes, sessions

Open event registration/website

Attend a 2-month review meeting with the SCC:

Confirm 75% of all corporate sponsorship needed, based on projected costs of event

Confirm 75% speakers/judges, with keynote speaker(s) confirmed.

Confirm final agenda & commit to final room bookings

Complete all reimbursement prep forms

HOW CAN YOU KEEP TRACK OF THESE ITEMS?



Outlined in your
Agreement
Documents.

*Email us if you haven't received or
lost your copy.*



Deadlines held on
your Outlook
calendars.

*Forward these on to your
new leadership team.*

WHAT IF WE CAN'T MEET THE DEADLINE?

You still need to update
the staff on the Outlook
hold for the specific
deadline, explaining why
you're delayed.

You never know, we may
be able to help get you
moving again – so keep
communicating with us!

Speaking of
communication...

A decorative background on the left side of the slide featuring various communication-related icons in a light gray color. These include an envelope with an '@' symbol, a group of people, a speech bubble, a radio tower, a document with a checklist, and a large, stylized arrow pointing upwards and to the right.

KEEPING IN TOUCH WITH US

A solid black rectangular box used to redact information, located to the left of the 'MINIMUM LEVEL:' section.

MINIMUM LEVEL:

At the deadlines, connect to the staff involved.
Meet with us 4 – 6 months before the event.
At the 2-month review meeting.
Debrief within 1 month after the event.

WHAT WE REALLY WANT:

All the above PLUS regular updates and check-ins
via email and Zoom meetings.

General inbox: SOMstudentconferences@yale.edu

WHEN IN DOUBT, TALK TO YOUR AASL LIAISONS



KIT



REBECCA & MARISA



EMILY & AMANDA



slack

#scc-conference-organizers

A place for questions and answers. A place for collaboration.

A place for you.

You'll receive the channel soon on your dashboard. Add new team leaders as you expand your team.

Does not replace email communication for submitting documents and deadlines.

**WHY ALL THE
MEETINGS, DEADLINES,
AND DOCUMENTATION?**

**BECAUSE WE DON'T
WANT THIS TO HAPPEN
TO YOU...**



THE BEGINNINGS

THE IMPORTANT STARTING BLOCKS OF YOUR EVENT.



A NOTE ON COVID-19

- Plans are being made to be back in-person for Fall 2021
- Large gatherings should still expect some rules on safe gatherings under COVID.
- **What you should do:** submit your applications with the rooms you'd like (general or specific is fine.)
- Late summer/early fall: COVID guidelines expected, we'll update you via Slack, email and a check in session in September.
- *You should plan to have a virtual/hybrid backup plan just in case!*

COVID-19 & FACILITIES

- For Fall 2021, we expect Evans Hall to be reopening for events.
- As mentioned before, nothing has been confirmed yet; approved events will be given room holds and then work with Events team based on new guidance in Fall.

RESOURCES

- [COVID-19 Club Leaders Handbook Page](#)
- [Yale Event & Gatherings Requirements](#)
- [Hosting Virtual Events Handbook Page](#)



Bradley
Events

SPONSORSHIP

- You can engage with companies for corporate sponsorship.
- Development and CDO review and approve all prospect lists and proposals before outreach – submit through CG (link below).
- Reach out to us to help develop your materials and start this process now!
- You cannot reach out to sponsors until your materials have been approved.
 - This process may take time depending on the sponsorship you are offering – so start today!

RESOURCES

- [Corporate Sponsorship Handbook](#)
- [Useful Templates on the CG Handbook](#)
- Submit your Sponsorship request through [this form](#).



Adrienne

Development



Debra

SPEAKERS & JUDGES

- Alumni Relations review and approve all speakers and judges before you start your outreach.
- Send your list to yalesomalumni@yale.edu within the deadlines.
- A final confirmed speaker/judges list should be sent to Brendan and your AASL liaison at least 1 month before your event.
- Brendan and his team can also help you leverage the alumni network for marketing of your event!

RESOURCES

- [Guest Speaker Policy](#)
- [Example Speaker/Judges Outreach Tracker](#)



Brendan
Alumni Relations

BUDGETING & FINANCES

- The BusOps team help with the processing of purchasing and reimbursements.
- They also assist with prize money payouts if you are running a case competition.
- Conferences can only use their external COA account.

RESOURCES

- [Portal Page on Purchasing & Reimbursements.](#)
- [The Finances Pages on Student Org Handbook.](#)
- [Example Budget Tracker Template](#)



Dawn



Kristin

Business Office

MARKETING & BRANDING

- Use of Yale or SOM logo and typeface needs prior approval on any materials or digital presence.
 - Email Ben.Mattison@yale.edu with your logos/graphic designs for approval.
- “Hosted by the XYZ Club at Yale SOM” must be on all materials and web designs.
- The communications team can also help you with other areas of marketing and publicizing your event. Check the links below!

RESOURCES

- [Marketing Your Event Information](#)
- [Example Marketing Outreach Planner](#)
- Submit a JIRA ticket: som.comms@yale.edu, or <https://jira.som.yale.edu/servicedesk/customer/portal/4>



Meredith



Emily



Rémi

Communications Office

ACTIONS TO TAKE

THE NEXT THINGS TO DO IN PLANNING YOUR EVENT.

THINGS TO WATCH

DO SOME RESEARCH:

Review the Student Leaders Handbook for [information](#), [useful templates](#), and [video tutorials](#).



KEEP AN EYE OUT:

Keep checking your Outlook calendar for upcoming deadlines, and connecting with the staff involved in each deadline.



CONNECT NOW WITH US:

Your AASL liaison will soon be connecting with you to schedule a quick check-in. Make sure the majority of your leadership team can attend.



UPDATE US:

Let us know your new leadership team, and keep in touch as new updates come in – a quick two sentence email will suffice, no need for an essay!



Above all though for right now...

**Complete the application by Wed
April 21, 11:55 PM EDT!**

<http://cglink.me/2eF/s17786>

YOUR TURN

Q&A

Unmute, raise hand, we don't care just ask your questions!