

ACCED-I Region 2 Fall 2010 Summit
San Francisco State University-Seven Hills Conference Center
October 28 – 29, 2010

AGENDA

Thursday, October 28, 2010

- 8:30am – 9:00am Breakfast
- 9:00am – 9:15am Welcome, Introductions, and Summit Review
- 9:15am – 9:45am About SFSU Conference Services Events, Summer Conferencing, and Hospitality Suite Operations
- 9:45am – 10:30am **Roundtable Discussion #1**
In Nob Hill Room-Seven Hills Conference Center
Moderated by Jim Raney, San Francisco State University
Handling the impact of reduced services and staffing due to campus furlough and layoffs. How have recent changes impacted your operation? How do you do more with less?
- 10:30am – 10:45am Break
- 10:45am – 11:45am **Roundtable Discussion #2**
Attendees will be split between two groups: Events and Conferencing
Conferencing Moderated By: Jason Walley, UCLA
In Russian/Telegraph Hill Rooms-Seven Hills Conference Center
- Summer staff
 1. Use of interns vs. part-time/full time staff
 2. Hierarchy and reporting structure
 3. How to develop accurate job descriptions
 4. Training
 - Determining which clients to take on
 - Marketing
 1. Printed vs. web
 2. Social media
 - Other campus topics
- Events Moderated By: Dustin Fabian, San Francisco State University
Mt. Davidson/Twin Peaks Rooms-Seven Hills Conference Center
- Scheduling protocols
 - Event Staff
 1. Student staff structure
 2. How to develop accurate job descriptions
 3. Training
 - Marketing
 1. Printed vs. web
 2. Social Media
 - Other campus topics

- 11:45am – 1:00m **Lunch**
Nob Hill Room-Seven Hills Conference Center
- 1:00pm – 2:30pm **Workshop #1 ~ Marketing**
Presented By: Chuck Salem, President, Unique Venues
Nob Hill Rooms-Seven Hills Conference Center
Developing a marketing plan, website optimization, and social media
- 2:30pm – 2:45pm Break
- 2:45pm – 3:30pm **Roundtable Discussion #3**
Moderated By: Carol McDoniel, Titan Student Union-CSU Fullerton
Nob Hill Rooms-Seven Hills Conference Center
How to generate a contract from scratch and what to put into your contract and what you shouldn't.
- 3:30pm – 3:45pm **About Dinner/Evening Activities**
Moderated By: Jim Raney, San Francisco State University
Nob Hill Rooms-Seven Hills Conference Center
- 3:45pm – 4:30pm **Tour of Residential Community and Conference Facilities**
Moderated By: Jim Raney and Dustin Fabian, San Francisco State University
- 4:30pm – 5:00pm **Wrap-up**
Moderated By: Jason Walley, UCLA & Jim Raney, San Francisco State University
Nob Hill Rooms-Seven Hills Conference Center
- 7:00pm – 9:00pm **Dinner**
TBD
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Friday, October 29, 2010

- 9:00am – 9:30am Breakfast
- 9:30am – 10:45am **Roundtable Discussion #4**
In Nob Hill Room-Seven Hills Conference Center
Moderated by Jim Raney, San Francisco State University
Sustainable/Green initiatives in your operation and are you marketing this?
How can this be marketable?
- 10:45am – 11:00am Break
- 11:00am – 12:00pm **Roundtable Discussion #5**
Moderated By: Dustin Fabian, San Francisco State University
In Nob Hill Rooms-Seven Hills Conference Center
Develop service standards that WOWs clientele and colleagues. Maintain current clientele and create new ones through memorable experiences.
- 12:00pm – 1:15m **Lunch**
Nob Hill Room-Seven Hills Conference Center

1:15pm – 2:45pm

Regional Business

Moderated By: Jason Walley, UCLA & Jim Raney, San Francisco State University

2:45pm – 3:00pm

Closing

Ya'll come back now....ya here!!!!