

Conference Planning Guide 2024-25

A conference is a large-scale event, typically hosting over 200 attendees. CBS proudly supports over 25+ conferences every year, both on and off-campus, consisting of:

- Career Panels
- Coffee Chats
- Keynote Speakers
- Meals
- Optional Closing Reception

Where do I begin?

Conference planning typically begins **eight months to a year** ahead of the selected date.

- **Friday, May 17, 2024** - Deadline to [submit date preferences](#)
- **Friday, June 7, 2024** - Update from OSA regarding date selection

Special Event Spaces (Cooperman Commons, Alumni Suite, Horton Lounge, and the Boardrooms) will be confirmed with dates. Classroom spaces will be added within the semester of the event due to academic scheduling.

New Conference Applications

- **Fall 2024 Conference:** Friday, July 5, 2024
- **Spring 2025 Conference:** Friday, September 6, 2024

[If your organization has not hosted a conference before, but would like to in the 2024-25, please click here to complete the application.](#)

Conference Support Team

Primary Contact

- [Nicole Buckley](#)

Office of Student Affairs (OSA)

- [Scott Siegel](#)
- [Genesis Pantosin](#)

Development and Alumni Relations (DAR)

- [Quadri Olanlege](#)
 - [Corporate Sponsorship Process](#)
 - [Speaker & Alumni approval](#)

Financial Planning Office (FPO)

- [Michelle Badillo](#)

Career Management Center (CMC)

- [Assigned CMC Advisor by club](#)

Additional Supporting Offices

- [Operations \(OPS\)](#)
- [University Events Management \(UEM\) - Catering](#)
- [Multimedia Groups/Information Technology \(MMG\)](#)

Resources and Planning



SPEAKERS

Any prospective speakers must be vetted through Xylina Morales (DAR). [Review guidelines on page 5.](#)



CLASSROOMS

Classrooms for breakout session and panels will be open prior to the semester.



SPONSORS

All potential sponsorships must be approved by Quadri Olanlege (DAR). Review guidelines on page 4.



MERCHANDISE

Any marketing material using the CBS brand requires approval from PR 2-3 months in advance. Click to review [Promotional Product Guidelines.](#)



DEANS REQUEST

Requests for Dean Maglaras or Dean Shapses require 4-6 months notice and can be requested through OSA.



TV SCREENS

Add your event flyer to the Campus Lobby Screens to get more visibility. [Click here to submit](#) a file to be shared.



CATERING

CBS works exclusively with University Events Management (UEM) for all food and beverages (including alcohol). Email cbscatering@columbia.edu to start your invoice.



GIFT POLICY

Funds can be used, up to \$75, for speakers, panelists, and/or high profile attendees. We recommend the voucher system to purchase branded items or using the CU Bookstore.



MICROPHONES/TECHNOLOGY

The Events Technology at CBS can provide all microphones and support any tech needs for your event. Email eventstech@gsb.columbia.edu to learn more.



SOCIAL MEDIA TAKEOVER

Take over the @ColumbiaBiz Instagram for your event to show off your success. [Apply here](#) at least one week in advance.



OPERATIONS

Any requests for tables, chairs, and special set-ups runs through our Operations team, who can be reached at ops-events@gsb.columbia.edu.



CHARGEABLE SERVICES

Chargeable services are billed at an hourly rate, plus the cost of materials for cleaning, set-up, and garbage pick up. Please review [Columbia Operations Service Rates](#) to learn more.

Templates & Guides

Run-Of-Show

A run of show, also sometimes called a run sheet or cue sheet, is basically a detailed schedule for an entire event, outlining everything that will happen minute by minute. It's like a script for the behind-the-scenes workings of the event. OSA has created a suggested template for your use.

 [Click here](#)

To-Do List

OSA has created a list as a way to stay on top of your tasks while conference planning. Please make a copy, then edit on your own as you see fit.

 [Click here](#)

1. DECIDE ON SPONSORSHIP PROPOSAL AND DEVELOP WRITTEN DOCUMENT

- Refer to the sponsorship template provided as well as last year's sponsorship documents.
- Sponsorship levels should be organized in (dollar amount) tiers providing certain conference benefits per tier.

1. [Click here to access the sponsorship template](#)

2. DEVELOP YOUR LIST OF TARGET SPONSORS

- Review your club's historical list of sponsors.
- Identify new prospects (if appropriate).
- Note the contact person for each, and/or note if you need help identifying a contact.

2. [Click here to access target sponsor list template](#)

3. SUBMIT BOTH FOR REVIEW BY CORPORATE RELATIONS

- Email Quadri Olanlege, Assistant Director, Corporate Relations, at qo2108@gsb.columbia.edu
- When working with Corporate Relations (CR) on sponsorships, please designate one club point of contact (e.g. president, VP of sponsorships, etc.) to manage communications throughout the calendar year.
- AY 24-25 Deadlines for submission of materials to CR are:
 - For clubs hosting events/conferences in the fall – **June 30, 2024**
 - For clubs hosting events/conferences in the spring – **September 15, 2024**

4. CORPORATE RELATIONS WILL REVIEW PROPOSAL AND TARGET LIST

- CR will authorize which sponsors can be solicited.
- If you add additional prospects after initial approval, share the updated list with CR for approval.

5. CONTACT SPONSOR, SHARE MATERIALS, AND MAKE SPONSORSHIP REQUEST

6. ONCE A SPONSOR COMMITS

- Club should provide CR with the sponsorship amount and contact information for the invoice including:
 - Sponsorship Event Name & Date
 - Sponsorship Amount (Tier)
 - Sponsor Point of Contact (Name, Title)
 - Contacts e-mail address
 - Sponsor mailing address
 - Sponsor phone number
 - Number of complimentary event tickets with original pricing

* Please note that gifts will take at least 7-10 business days to process.

7. CORPORATE RELATIONS GENERATES THE INVOICE AND WORKS TO COLLECT MONEY FROM THE SPONSOR

- Payment can take at least a minimum of 60-90 days to be received
- CR sends a thank you to the sponsor on behalf of CBS

Speaker Approval Process

Quadri Olanlege, qo2108@gsb.columbia.edu
Assistant Director, Student Engagement and Corporate Relations

1

Download [template](#) + fill out [every](#) column.

- Consider all forms of diversity, equity and inclusion.
- Vet all names via Google, and/or LinkedIn.
- Submit a maximum of 50 names per submission.

2

Submit your proposed speaker list via this [google form](#).

3

Xyina + colleague within the DAR team will review requested speakers and will respond within two business weeks with approval, or feedback. Some speakers require special instructions.

4

Before starting outreach, a draft panelist and keynote speaker invitation must be shared and reviewed by Xyina to ensure it's within the School's editorial style guide format.

5

Send email invitations to your approved list. Two weeks prior to your conference, send Xyina your confirmed speaker list. Note: alumni speakers must include their class year on collaterla and website (e.g. Jane Smith '96)

6

After your conference, email Xyina to reconfirm which speakers attended the conference (sometimes there is drop off). Send thank-you notes to your speakers within one week of the conference!