

# CAMPUS CONFERENCE

by *sodexo*

# A NEW ERA OF CONFERENCING

Historically, campuses have hosted meetings, camps and conferences during the summer months to strengthen brand image and boost financial results. This business was decimated with the onset of COVID-19. In-person meetings and events ground to a halt in 2020 and left many people questioning the future of campus conferencing.

Campus Conferencing by Sodexo helps colleges position their campuses as premier destinations for sporting, camp and conference events within new guidelines and restrictions of in-person activities. This revenue generating opportunity cannot be overlooked to help get universities back on stable financial footing. With every safeguard in place, you can trust Sodexo's comprehensive program to identify and deliver practical solutions that meet your diverse array of needs.





## THE ATTENDEE EXPERIENCE

As we bring back events on our campus venues, the comfort level a guest feels will have a profound impact on future participation and the institution's reputation.

We start establishing trust and confidence with communication prior to arrival. Guests will receive a Conference "Know Before You Go" document that will outline campus protocols and expected behaviors while visiting campus.

Arriving guests can expect to:

- Be added to the contact tracing log during check-in
- Utilize hand sanitizer stations throughout the event
- Follow directional signage and queuing instructions
- Experience propped open doors for air circulation
- Witness and use seating that meets social distancing requirements, including the use of acrylic barriers to create individual carrels at table seating
- Adhere to existing campus health and safety protocols
- Receive served meals from culinary teams, rather than buffet self-service

After guests are guided through the arrival process, our team will focus on three key safety areas: enhanced sanitation practices, social distancing and temperature monitoring to ensure their on-site experience is safe and productive.

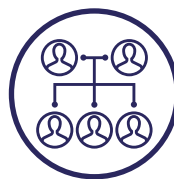


# MEETINGS & EVENTS PROTOCOLS IN THE NEW NORMAL

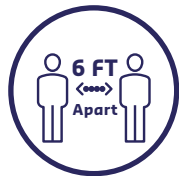
Having sanitation policies in place is a crucial element for any venue that wishes to restart group business and prepare for future events. That includes having a plan ready for handling those who may arrive with or contract the virus on campus. In accordance with the government’s guidelines, we implement the following “must haves” in order to get back to work:



**Increased safety by addition of “touchless” processes (check-in/check-out, bill payment, temperature verification)**



**Isolating and contact tracing practices**



**Social distancing and protective equipment**



**Sanitation and disinfection of common and high-traffic areas**



**Temperature checks and other testing**



**Policies for workforce contact tracing following positive coronavirus tests**

# BENEFITS OF CAMPUS CONFERENCING

Campus Conferencing by Sodexo provides a host of services tailored to the unique needs of each venue, designed to maximize revenue-generating potential. With a one-stop-shop approach, we manage every facet of the meeting, camps and conferences program, from lead generation and marketing to facility management and meeting room allocation. This full-service program ensures the success of your meetings, camps and conferences program with a host of features that streamline operations and enhance event quality, including:

- Conference center sales and marketing from booking to master scheduling and revenue conversion
- World-class culinary talent creating unforgettable catered events
- Guest room operations that ensure the comfort and security of all guests
- Audio-visual support provided by industry-certified personnel and a team of dedicated professionals on site
- Well-maintained facilities to guarantee that your meeting and conference areas always reflect positively upon your institution
- Meeting room management to ensure spaces are allocated based on the needs of each group, optimizing utilization and driving satisfaction
- Guest concierge attending to every detail of the event, freeing participants to focus only on the conference itself and not the minutiae of event planning and execution

**LIMIT  
4 PEOPLE  
PER ROOM**



**to prevent the spread of coronavirus**

# THE SODEXO DIFFERENCE



**Unparalleled resources** to help your campus generate revenue and maximize space utilization



**Demonstrable sales and marketing success** at more than 120 event sites worldwide



**A wealth of experience,** with more than 20 years in the conference center industry

## WHY DO GROUPS LOVE GOING BACK TO CAMPUS?

- 1 LOCATION** Campus environments promote an engaging learning atmosphere
- 2 TECHNOLOGY** Campuses provide state-of-the-art technology without additional fees
- 3 HOLISTIC APPROACH** Our campus venues provide added value services ranging from wellness breaks to physical fitness activities to themed events
- 4 AFFORDABILITY** Our campus teams provide added end-to-end client services at a fraction of the cost of hotels and conference centers
- 5 CONVENIENCE** Campus venues typically offer ample parking, dedicated guest services, award winning culinary teams, and access to local cultural destinations.

# Over 50%

of people would **feel comfortable attending** a conference or convention in the next six months (October 2020).



## 50%

of campus spaces are under-utilized during the summer months



## 65%

of repeat conference business results from conference venues

offering comprehensive, **One Stop Shop services**



## 40%

of conference attendees reported that **engaging with students, faculty and staff** enhanced their experience and added educational value



## THE BIGGEST CHANGES TO THE GUEST EXPERIENCE



### ENTRY TIMES

Managing the arrival & departure time of group access to buildings or meeting areas, before and after the close of events, is key. This measure not only helps with people traffic flow in and out of buildings, but also ensures people are not present when their group's designated social space is not ready or in use by another group.



### HEALTH SCREENING

Our teams will provide a health screening area prior to arrival in main lobby. This will reduce risk and allows for better flow of traffic for screening purposes.



### TEMPERATURE CHECKS

Using a handheld temperature device or statically situated scanner can check multiple attendees walking through a given space for optimum efficiency.



### COMMUNICATION

Communicating regularly with Group Leads, Guests, Vendors and internal units will assure practices and protocols are working.



# CAMPUS CONFERENCING

*sodexo*<sup>\*</sup>  
QUALITY OF LIFE SERVICES

For more information, please visit  
<https://conferences.sodexomyway.com/>  
or Call 833-955-1496