

PLANNING A VIRTUAL EVENT?

LET US DO THE WORK

CHECK OUT UMASS HOSPITALITY'S BASIC
STANDARD, AND PREMIUM PACKAGES



CONTACT JENNYLYN FONTAINE
JFONTAIN@UMASS.EDU
413-577-8100
HOTELUMASS.COM



VIRTUAL REGISTRATION PACKAGES



BASIC



STANDARD



PREMIUM

BASIC

Our basic registration package is a great fit for events that would benefit from a simpler, more streamlined registration process, such as events with one session occurring at any given time. With this package, we will:

- Create a conference landing page with all pertinent event details, schedules, links and logos, custom designed just for you
- Build and manage a simple, easy-to-use registration form fit for your event to collect all pertinent attendee data
- Send confirmations, surveys, and updated event details/meeting links as needed, from the time registration opens through the conclusion of your event
- Manage all aspects related to your registration, including capturing and reviewing all attendee data and accommodation needs
- Handle the various facets of accounts receivable if you are charging for your event, including processing a variety of payment types (credit/debit card, purchase orders, personal or business checks, cash, and UMass speedtype), providing invoices, sending reminders until payment is received, and supplying receipts
- Answer attendee inquiries related to your event and registration, including any needed technical support, by phone and email
- Create customized reports and provide access for you to view real-time registration data

**COMPLIMENTARY EVENT: \$300 / PAID EVENT: \$300 SET UP
FEE AND \$10 PER REGISTRANT**

STANDARD

Our mid-level registration package is designed for events that would benefit from a more comprehensive registration process, such as multi-day events and events with multiple sessions, workshops, or optional add-ons. If you select this package, we will:

- Provide all the services included with our Basic Package
- Manage capacities and waitlists for your event, as well as capacities and waitlists for various sessions, workshops and optional activities/add-ons
- Create one or more robust registration forms to include:
 - Additional pages to capture more attendee data and selections, including descriptions and sign-ups for sessions, workshops, or optional add-ons
 - Built-in conditional logic to capture various registration types, tracks, price points, available sponsorship packages, and any additional information needed for any particular subgroup (for example, attendees may select a certain track and can then choose workshops or optional activities only offered as part of that particular track)
 - Customized pages or separate forms for various participation types (for example, participants and sponsors see customized pages or forms, designed just for their registration type)

**COMPLIMENTARY EVENT: \$400 / PAID EVENT: \$300 SET UP FEE
AND \$20 PER REGISTRANT**

PREMIUM

Our most robust package is designed for events looking to truly customize the registration and attendee communication experience, while also having our staff assist with more of the event logistics. If you select this package, we will:

- Provide all the services included with our Standard Package
- Assign attendees to workshops and optional activities, keeping capacities and overall attendee engagement in mind
- Create and send customized emails to different registration types and to those in different tracks, workshops, and optional activities
- Create and send customized schedules to each attendee detailing each day and their exact meeting links
- Compile and provide you with comprehensive rosters and reports for each session, workshop, and optional activity/add-on
- Utilize DocuSign to send, sign, and manage documents and/or agreements needed as part of your event, such as participant agreements, liability releases, and/or photographic releases
- Assist with general virtual event logistics, such as creating Zoom meeting/webinar links for your sessions, creating practice sessions for attendees and speakers prior to your event, and recording your event

**COMPLIMENTARY EVENT: \$500 / PAID EVENT: \$300 SET UP FEE
AND \$30 PER REGISTRANT**

Ask your sales manager for some unique add on options such as...

- Delivering lunch and/or other food options to your attendees on campus (ie, virtual lunch and learn, ice cream socials)
- A taste of UMass attendee gifts can be assembled and mailed to your list of attendees to be used during your virtual event (ie, UMass branded items, coffee mugs, non-perishable food items, cookies, dry ingredients with recipes)
- The use of UMass Dining's pre-recorded videos to add to your event (cooking demos, sustainability lessons, nutrition)
- Personalized pre-recorded video from one of our Chefs to use at your event with the messaging of your choice, from a list of topics.
- Having a private meeting space with internet for you to conduct your live events (available for on campus departments only at this time)