



# Bundled Event and Conference Services

Driving Utilization, Revenue,  
and Campus Impact

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Originally presented with Cleveland State University at NACAS C3X

# Big Picture

## Strategic Value of Conference & Event Services



Strengthen engagement, reputation, and long-term institutional success through Event and Conference Services.



# Pressure to Diversify



## Constraints

- Budget Strain
- Underutilized Facilities
- Declining Enrollment

Rising  
Expectations



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Bundled Event and Conference Services



# Why Event and Conference Services Require Strategic Leadership

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**Student Experience & Campus Life**  
Events foster community and connection



**Institutional Brand & Visibility**  
Signature events elevate reputation



**Revenue & Resource Optimization**  
Rentals support asset optimization

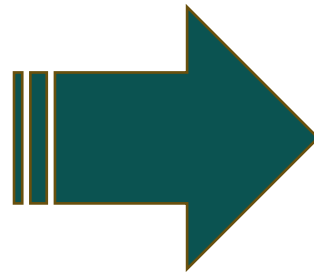
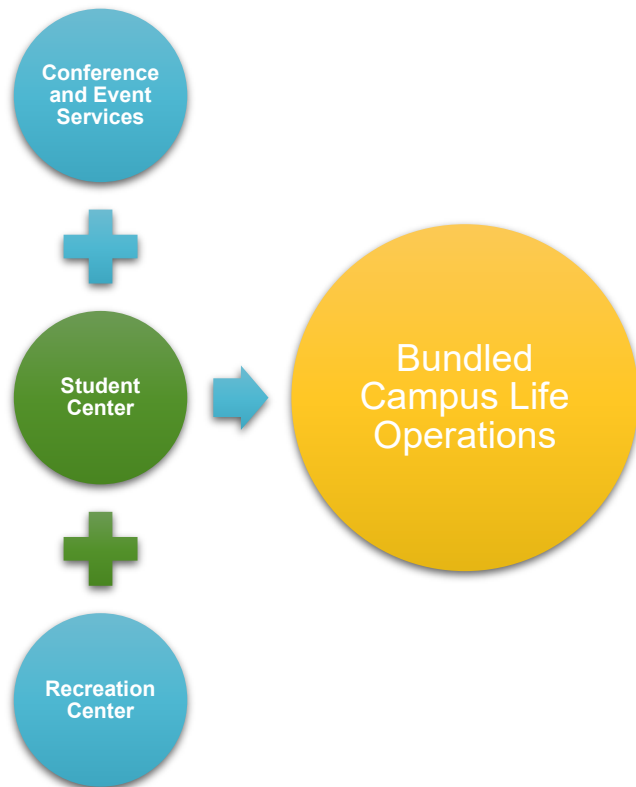


**Academic Enrichment**  
Events align with academic mission



**Community Engagement**  
Events build local and alumni partners

# Strategic Shift to Bundled Operations



Improved facility  
and resource  
management

Shared and  
streamlined  
staffing models



Consistent  
programs and  
services

Enhanced  
business  
planning



# Benefits of Bundling

## Institutional Impacts at CSU

- **\$500K+ saved** through bundled staffing and purchasing
- **11% revenue growth** from event and conference rentals
- **\$300K reinvested** in capital repairs and improvements
- **\$92K recovered** from lost revenue
- **Student development amplified** through employee cross training



# Unlock Value from Every Corner of Campus

## **Flexible Use & Repurposing**

Adapt venues for weddings, meetings, trainings, or livestreaming.

## **Dynamic Scheduling & Pricing**

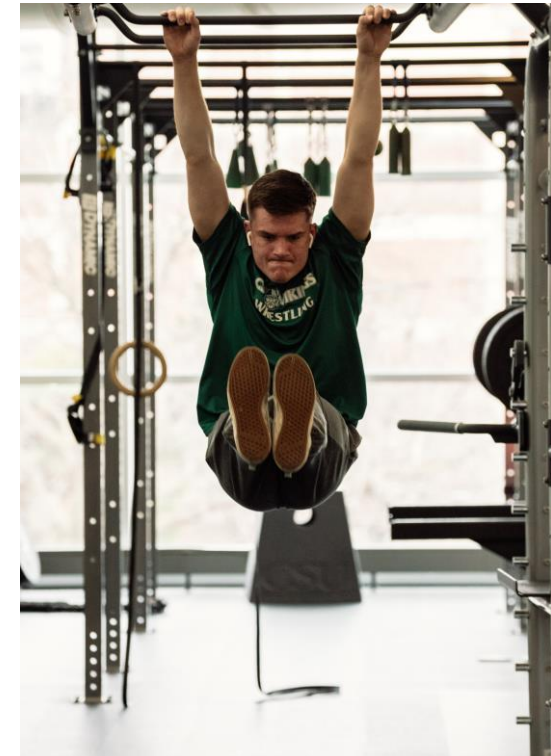
Offer off-peak rates, hourly rentals, and last-minute deals.

## **Targeted Outreach**

Attract corporate, nonprofit, and community groups with tailored packages.

## **Technology-Enabled Spaces**

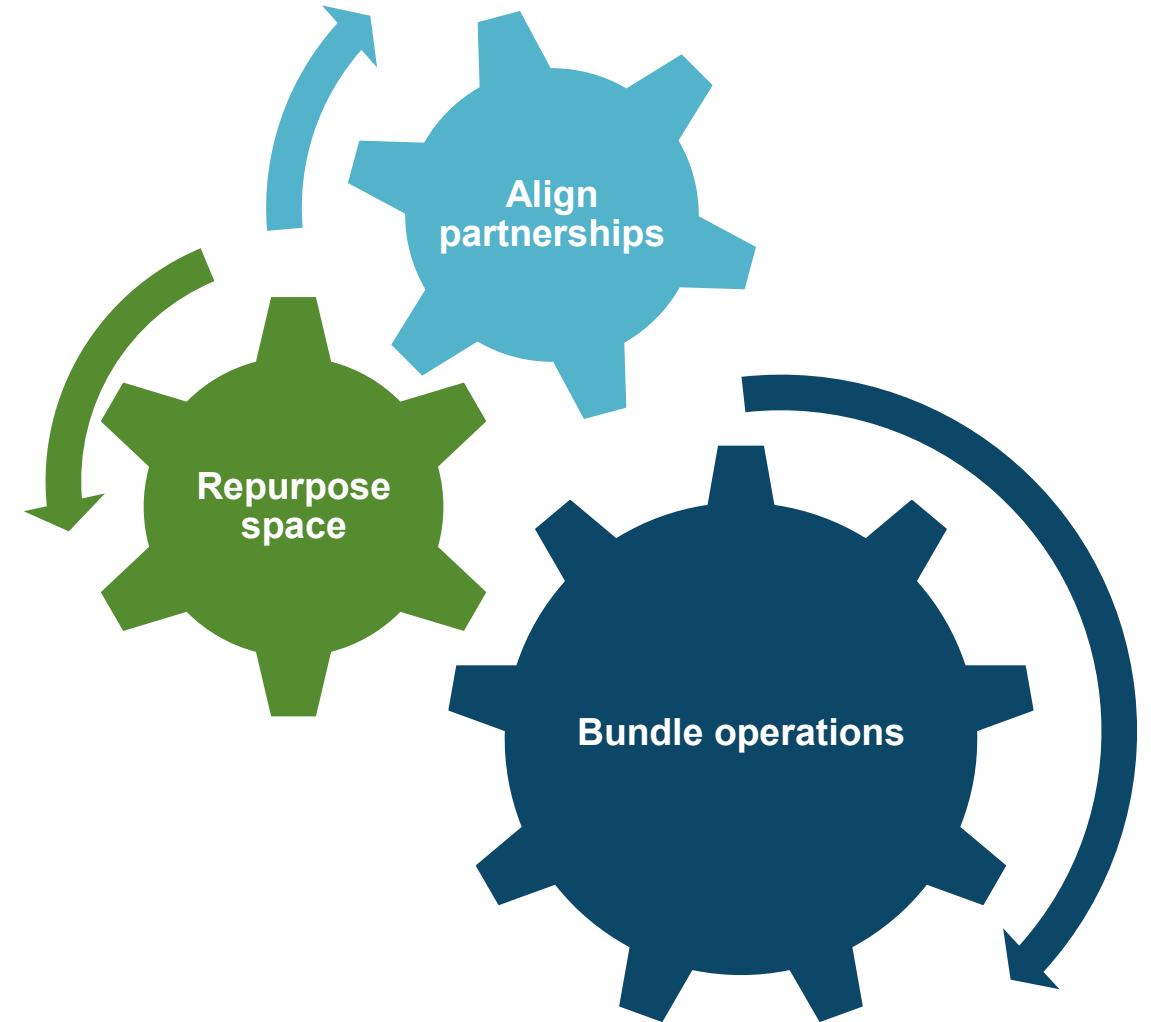
Market AV-equipped rooms as studios or hybrid event hubs.



# Priorities to Guide Your Campus Strategy

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1. **Bundled Operations:** Streamline services and staffing to reduce costs and unlock revenue potential.
2. **Repurpose Space:** Activate underused spaces with off-peak rentals, flexible layouts, and multi-use programming.
3. **Align Partnerships:** Coordinate internal teams and external partners to expand reach, impact, and repeat business.





# Questions?

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