

## How to Organize a Conference

Anne Mullen

<<http://www.rhul.ac.uk/italian/news-and-events/AnneMullen.doc>>

### Getting started

1. Determine the nature of the Conference: when? where? how long?
2. Enlist support from colleagues and have a team
3. Devise and degree the scope of the programme
4. Plan the timetable for preparation, execution and follow-up
5. Contact 'Conference office' to book space and facilities, and ascertain approximate costs (e.g. day delegate rate, overnight rate, 'packages') as well as refreshment/catering costs
6. Make bookings regarding accommodation and catering. Always request that food and drink arrive well half an hour before you need it.
7. Request room layout if required (committee-style or lecture style)
8. Determine a budget and secure additional funding
9. Set conference fees, arrange facilities for collection and banking, cancellation and refunds (payment in cash or cheques only? Credit card payment possible?)

### Getting speakers and an audience

10. Advertising/Call for papers: website, 'email-able' information... has to contain all the key information: what, when where, how much. Papers: what length, what language
11. Use all possible connections related to subject to advertise as widely as possible
12. Record all the expressions of interest, proposals for papers, and contact details (e-mail, post, phone)
13. Conference team draw up 'Programme', allowing for adequate breaks and refreshments

### Bookings

14. Second wave of mailing and advertising: web based, paper... with Conference Programme and Booking Form, with clear information regarding fees, what's included, how to pay, by when, to whom... Also, request information regarding dietary requirements, any other special needs, and for speakers, what equipment they will require...
15. Accurate recording of delegate bookings and requirements, payments, contact details
16. Confirmation of bookings to delegates, including times, venues, travel instructions, taxi numbers... arrangements for checking into accommodation, what else is available on campus, where to go locally...

### Practicalities

17. Book AV equipment etc., finalising room allocation and suitability as per programme
18. Prepare conference packs (if necessary): programme, badges, delegate lists, maps
19. Prepare signage
20. Briefing session with helpers
21. Triple check room bookings, speakers, refreshment/catering arrangements, room layout and AV provision
22. Make preparations if event has to be cancelled
23. Anticipate force majeure and Acts of God (power failure, double-booked rooms, earthquakes)
24. Pray for good weather

### On the day

25. Arrive early
26. Bring a mobile –and switch it on. Have contact numbers for catering services etc.
27. Check on room layout, provision for speakers (AV, water...) and put up signage
28. Hold the event

## Afterwards

29. Record who actually attends
30. Restore order (remove signage)
31. Thank you letters to speakers, general report to all delegates, any other follow-up?
32. Settle accounts
33. Vow never to do it again

## At UCSB

### **Booking Space:**

#### IHC Conference Rooms:

McCune Conference Room, 6020 HSSB/ Crowell Reading Room

**Requirements:** The IHC is intended primarily as a location for academic events involving campus departments and programs. Priority for use of the facilities will be given to the IHC, its research sub-units, and academic departments or programs in the fine arts, humanities, and social sciences. They are unavailable for use by non-academic units, student organizations, and community groups.

**Capacity:** McCune-100/ Crowell-12

**Furniture:** McCune has 100 stackable chairs, seven 6' and seven 4' folding conference tables. Crowell has couch seating for four, 1 expandable 6'-8' conference table, and 12 chairs. The IHC will provide room setup and rearrangement when possible. If additional assistance or furnishings are needed, contact Furniture Services at x2732.

**AV equipment:** McCune has one overhead projector, two slide projectors, a data projector, a DVD/CD player, a cassette deck, a VCR, microphones and an input for a laptop computer. Internet access is available through the podium; please request in advance any additional access you will need. A laptop is not provided.

**Booking:** online [www.ihc.ucsb.edu/room.html](http://www.ihc.ucsb.edu/room.html) to check on availability call 893-3907 or email [nfiske@ihc.ucsb.edu](mailto:nfiske@ihc.ucsb.edu)

**Cost:** \$0

**Room layout:** Various committee and lecture styles

#### IHC Research Seminar Room

**Requirements:** The Research Seminar Room is intended primarily for use by the IHC's Research Focus Groups. However, accommodations can be made for other IHC-sponsored groups.

**Capacity:** Seating for 24, 12 can be seated at the conference table.

**AV equipment:** Slide Projector, DVD/CD player, VCR and TV. Internet capable with advance notice.

**Booking:** Contact Nick Fiske at 893-3907 or [nfiske@ihc.ucsb.edu](mailto:nfiske@ihc.ucsb.edu)

**Cost:** \$0

**Room layout:** Committee-style or Lecture-Style

#### Top 4 other venues on campus:

Lecture Halls: Campbell Hall, Isla Vista Theater, and Embarcadero Hall

**Requirements:** Campus affiliation. Halls are available on holidays, during quarter breaks, or on weekends. During the academic session, the Halls may be reserved for Tuesdays and Thursdays after 2:00 PM, and Mondays, Wednesdays, and Fridays after 3:00 PM (except during Finals weeks and "pre-Instructional" days).

**Capacity:** Campbell-860/ IV Theater-525(IV1) 148(IV2)/ Embarcadero Hall-247

**AV equipment:** Rooms are equipped with an in-room computer, microphones, dual slide projection, VCR, DVD, computer network, single slide projector and data/video projection. All are controlled by Instructional Development and require an ID staff member to operate; therefore, there will be a charge for AV use.

**Booking:** If it is an academic request, email [Req-1-room@sa.ucsb.edu](mailto:Req-1-room@sa.ucsb.edu) or email requests to the Office of Student Life Scheduling Office at [OSL1Time@sa.ucsb.edu](mailto:OSL1Time@sa.ucsb.edu) or call 893-4491.

**Cost:** You will be assessed a usage fee by facilities and will be charged for any AV equipment usage by Instructional Development.

**Room layout:** Fixed theatre seats, stage

Faculty Club:

**Requirements:** Suitable for banquets and receptions. Outdoor seating is also available in courtyard and lagoon-view terrace. Three conference rooms are available. The Faculty Club also offers six overnight guest-rooms.

**Capacity:** 100-200 (depending on set-up requirements)

**AV equipment:** An easel with a chalkboard and flipchart are available upon request for The Club Room. The Board Room has a whiteboard and flipchart cabinet. Any other audio/visual equipment can be arranged at an additional charge. Orders for audio/visual equipment must be made at least 72 hours in advance.

**Booking:** Contact the Faculty Club at 893-3096

**Cost:** Conference room(s)-\$15+. For dining room \$175+ depending on usage. All catering costs and equipment rental are in addition to the facility rental costs.

**Room layout:** Conference style or dinner seating

University Center:

**Requirements:** Seven conference rooms and a large pavilion are available.

**Rules/Regulations:** No food or drink is allowed unless purchased within the University Center or catered through the UCen Catering Office (808) 893-2465. Orders should be placed a minimum of 10 working days prior to the event. Larger events require a minimum of 30 days notice. Reservations must be cancelled 5 working days prior to the scheduled date for rooms in the UCen and twenty days before a Corwin Pavilion event or rental charges will be assessed. If advance scheduling was required, fees will be assessed for cancellations.

**Capacity:** Chumash Room- 20/ Goleta Valley Room- 20/ SB Mission Room- 40/ Lobero Room- 63 Flying A Studios Room- 80/ SB Harbor Room- 80/ State Street Room- 80/Corwin Pavilion- 639.

**Furniture:** Equipment provided at no extra cost: 6'x30" tables, 6'x18" tables, 60" round tables, Table skirting, Easels with paper (pens not included), Podium (floor and tabletop), Padded Chairs, and Screen.

**AV equipment:** Equipment available at a nominal fee: Overhead projector, Slide projector, Data projector, Laser Pointer, TV/VCR Cart, DVD player, Sound system, Tablecloths, Speaker Phone, and Internet Access

**Audio Visual Equipment**

<b>Equipment</b>	<b>Price</b>
Overhead	\$16
Slide Projector	\$20
TV/VCR Carts	\$32
Data Projector	\$40
Data Projector with VCR	\$50
Laser Pointer	\$10
Telephone	\$25
Internet Access Port	\$40

**Booking:** Contact UCen Scheduling at 893-3961

**For more information:** [http://www.ucen.ucsb.edu/conf\\_services/cs\\_home.html](http://www.ucen.ucsb.edu/conf_services/cs_home.html)

**Cost/ Capacity:**

<b>Conference Rooms</b>	<b>Capacity</b>			<b>Price</b>
	Lecture	Classroom	Banquet	
Flying A Studios	80	45	48	\$25 for 2 hours
Santa Barbara Mission	40	18	24	\$40 up to 4 hours. \$8 for each additional hour.
Santa Barbara Harbor	80	45	48	
Lobero	50	27	34	
State Street	80	45	48	
Goleta Valley*	N/A	N/A	N/A	
Chumash*	N/A	N/A	N/A	
<b>Corwin Pavilion</b>	800	200	300	\$200 for 4 hr, \$25 ea. add'l hr. Plus labor \$100
Cliff House	Maximum Capacity: 100 people			\$50 per day

\*The Chumash and Goleta Valley rooms are permanently set up in a boardroom style. A conference table is surrounded by ten chairs. Six extra chairs are placed along one wall. These setups cannot be changed.

**Room layout:** Banquet, classroom, conference, lecture, open square, u-shape

MultiCultural Center:

**Requirements:** Located in the Ucen, this theatre is reserved for events that promote cultural awareness and understanding. Student groups have first priority during the first three weeks of the quarter, after the third week reservations can be made by anyone.

**Capacity:** 150

**AV equipment:** The MCC is equipped with an in-room computer, microphones, VCR, DVD, internet hookup, single slide projector and data/video projection.

**Booking:** Contact the MultiCultural Center at 893-8411

**Cost:** \$70 for the first 4 hours \$10 each additional hour

**Room layout:** Fixed theatre seats, stage

When making a reservation on campus, regardless of whether it is for catering, AV-equipment, services or space, be prepared to provide a 13-digit account number and/or a Low Value purchase number. You can obtain these numbers from the Financial Assistant or MSO in the department that is managing the money for your conference. For additional on campus scheduling facilities go to:

<http://www.sa.ucsb.edu/osl/CampusScheduling/schedulingbroch.pdf>

Downtown Locations:

Faulkner Gallery, Santa Barbara Public Library

40 E. Anapamu St

805-564-5608

Faulkner Gallery

- \* Capacity – 180
- \* Available seven days per week, 8am to 11pm
- \* Wheelchair accessible
- \* Screen, chairs, tables, lectern
- \* Kitchen facilities (preparation counter, sink)

Fees:

Initial 3-Hour Period \$50.00

Each Additional Hour \$20.00

Additional charges for serving refreshments in Library Meeting Rooms:

\$75.00 per event

Karpeles Manuscript Library

21 W. Anapamu St

(805) 962-5322

Description: The Santa Barbara Karpeles Manuscript Library Museum proudly takes its place as the dean of Karpeles institutions. Among those items on permanent display in the museum is an original Stone copy of the Declaration of Independence, a replica of the globe used by Columbus (sans the Western Hemisphere), handwritten scores by a dozen leading composers, and the computer guidance system used on the first Apollo lander flight to the moon.

The Karpeles in Santa Barbara has played an important role in the educational and cultural life of the area. Among its memorable offerings was the "Anne Frank Exhibit," attended by over 30,000 students. We regularly host a series of Sunday afternoon lectures in our 100+ seat auditorium, and makes the space available to scholars at local colleges and universities, as well as a wide variety of community groups. Wall space at the Karpeles is offered without charge to well-known artists and photographers to display their work for a period of three months. A club of youthful chess enthusiasts meets regularly in our annex building and on our patio in the summer. Several

bronzes displayed through the building contribute to an ambiance which leads visitors to often say, "It's so nice here," and return again and again.

The Karpeles in Santa Barbara welcomes all to our friendly atmosphere. There is never any admission or fee. The Library and Museum is open daily, except Christmas and New Year's Day, from 10 a.m. to 4 p.m.

Capacity: 100+

AV: microphones etc, must bring own tech

Booking: (805) 962-5322

Cost: Free, but cannot charge admission for lectures/events held at Karpeles.

Layout: Auditorium

### Lobero Theatre

**Description:** Lobero Theatre is Santa Barbara's premiere performing arts venue, featuring an exciting variety of modern dance, ballet, jazz, lectures, classical music, opera and contemporary music performances. [www.lobero.com](http://www.lobero.com)

33 E. Canon Perdido Street

**Capacity:** 680

**AV equipment:** Extra Media Equipment \$200 approx.

**Booking:** David Asbell (805) 966-4946 ext. 601 [dasbell@lobero.com](mailto:dasbell@lobero.com)

<b>Cost:</b>	4 hours, Mon-Thurs	\$750.00
	4 hours, Fri-Sun	\$850.00
	4 hours, labor/set-up	\$300-\$400
	Box Office/Tickets	\$400.00

**Room layout:** Theater style seating

### Victoria Hall Theater

**Description:** 33 West Victoria St. <http://www.victoriahalltheater.com/>

**Capacity:** 350

**Booking:** Contact David Brainard (805)680-5210

<b>Cost:</b>	Sunday afternoon	\$600
	Weeknights	\$700
	Weekend Nights	\$1000
	A/V tech	\$25/hour for simple lectures or provide your own

**Room layout:** Theater style seating with some movable chairs

### Center Stage Theater

**Description:** An intimate black box theater with weekly performances by a variety of artists and companies, located in Paseo Nuevo in the heart of the downtown Santa Barbara cultural district. Center Stage Theater is available for rent for plays, concerts, dance, readings, lectures, meetings, and all kinds of events. 2<sup>nd</sup> Floor Arts Terrace, Paseo Nuevo <http://www.victoriahalltheater.com/>

**Capacity:** 130

**Booking:** 805-963-8198 [cstheater@verizon.net](mailto:cstheater@verizon.net)

**Cost:**

**Rehearsal Day (Monday-Wednesday)** \$140

Includes all technical equipment. Technical Director's time will be charged to the renter at \$20 per hour, over 8 hours at \$30 per hour.

**Rehearsal Day (Thursday-Sunday)** \$190

Additional charges as above.

**Performance Day (Monday-Wednesday)** \$250

Includes show call for Technical Director, box office, and house manager. Tech Director time beyond show call is charged to renter at \$20 per hour, over 8 hours at \$30 per hour.

**Performance Day (Thursday-Sunday)** \$336

Additional charges as above.

Same-Day Second Performance (all days) \$185

**Room layout:** Black Box Theater with theater style seating

### Media and Furniture Services

- Media Equipment is dedicated to providing a vast array of audio/visual, video, and multimedia services to the UCSB community. They are the front line point of contact for technical support in the classroom, lecture halls and special events.
  - o For a list of equipment and prices: <http://www.id.ucsb.edu/IR/RATES/me.html>
  - o When ordering equipment, be aware that you will be responsible for picking it up and returning it to Media Services. If you are having it delivered, you will be responsible for being at your venue to accept its arrival.
  - o You can also hire a technician for your conference through Media Equipment: <http://www.id.ucsb.edu/IR/rates/cs.html>. Conference organizers often feel more confident if they have a student technician on hand to handle any AV equipment problems that might arise.
  - o Contact Information for Media Equipment:
    - 893-3549/ Kerr Hall Rm 1160
- Television Production offers a wide range of professional video services ranging from multiple-camera studio and field production to editing and duplication services. Clients are expected to pay for the videotaping of an event to be aired by UCTV.
  - o There are various rules and regulations regarding the taping of events for future air on UCTV, for more information contact Ray Tracy (Production Services Manager), 893-8014 or [tracy@id.ucsb.edu](mailto:tracy@id.ucsb.edu)
  - o For a list of services and rates: <http://www.id.ucsb.edu/IR/TP/tp.html>
  - o Contact Information for Television Production
    - Kerr Hall, Room 1204, (893-8014)
- Furniture Services provides rental equipment and labor services for office moves, furniture deliveries and installations, and public events.
  - o For more information about the services and equipment offered by Furniture Services: <http://www.busserv.ucsb.edu/stores/furniture-services.htm>
  - o If you would like to speak to someone about your specific conference contact Jeff Goldmann (Furniture Services Supervisor), 893-2732 or [jeff.goldmann@stores.ucsb.edu](mailto:jeff.goldmann@stores.ucsb.edu)
  - o Contact Information for Furniture Services:
    - Building 507, 893-2732

### **Entertainment:**

Depending on the department that manages the funds for your conference, you will be subject to various University policies regarding the use of University controlled funds for entertainment. Entertainment policy is interpreted broadly to apply to all activities and expenses associated with University sponsored events such as receptions, conferences, commencement, etc. Besides food and beverage expenses, Accounting will expect such expenses as flowers, banners, balloons, decorations, rentals, performers, servers and valets to be processed as entertainment expense. Here are some key points to remember when organizing your conference:

- Check with your department to ensure that Prior Approval for Entertainment expenses is not required; this is especially relevant if you plan to purchase alcohol.

- Original receipts and invoices will be required for all purchases that will entail future payment or reimbursement.
- When submitting a request for reimbursement for Entertainment, please include:
  - Date and Location of event
  - Number of participants (guest list if available)
  - Type of Expense (i.e. Breakfast, Lunch, Dinner...) keep in mind that the maximum per person expenditure for individuals being entertained shall not exceed the following amounts:
    - Breakfast \$18
    - Lunch \$30
    - Dinner \$45
    - Light Refreshment \$12
  - Original *itemized* receipt
  - Alcohol is rarely reimbursed

**Catering:** Decide if you are going to have catered lunches, breaks, etc. or just lunch/dinner for your presenters and conference organizers/selected faculty. Most “free” conferences will have simple breaks, cookies/coffee, possibly wine and cheese/crackers/snacks at the end, otherwise if you are charging for the conference and have a formal registration, etc. then lunch is typically provided

When hosting IHC events, many times we do the catering ourselves with cheese and crackers and fruit from Trader Joe's along with various pre-made platters from Costco. If you are hosting a larger conference that includes meals, UCen catering is also used. They have a variety of meals and snacks for breaks including beverages. They also deliver and pick up at the appointed times (even on weekends), and include all utensils, paper products, etc. We have had very good experiences with Brenna from UCen catering and she can be reached at x7636 to help plan the menu and give price estimates. Depending on your conference location, you may also choose to arrange for restaurants instead of catering. Each restaurant has different policies, as some require a credit card for payment and others will accept a UCSB account number to hold the reservation and send a bill to you/your department after the event. The restaurants we have used for events in the past (as I said, depending on the location of the event) are Beachside, Arts and Letters, Nu, Endless Summer Cafe, Opal, and Eladios. Also note that there is a maximum “per person” dollar amount allowed by Accounting, and if a meal will exceed that amount a prior approval exception form is required. Once again you will want to check with the Accounting person in your department about the specifics.

If your event is in our McCune Conference room, many times what people do is host a lunch for just the conference participants in our adjoining Crowell Room. If this is the case, we usually provide the conference attendees with a list of nearby restaurants for their convenience.

**Travel:**

If you intend to reimburse your conference participants for their travel costs here are some University policies to keep in mind:

- Approval of Travel: Depending on your department, prior approval for travel may be required, be sure to check to see if you will need prior permission from your department to use University funds for travel outside of Santa Barbara. The information you will need about your traveler:
  - Dates of trip
  - Estimated cost
- Domestic Travelers: Before, your participants return home you should have them fill out a [“Domestic Travel Reimbursement Worksheet”](#) (available in your department) which itemizes all of

the expenses they expect to be reimbursed for during their travels. They may either complete the worksheet while here or mail it back once they have returned home, along with their original receipts.

If you do not have them fill out the DTR worksheet, you will need to get from them:

- Contact information
- Home address
- Social security number
- Original receipts
- Signed memo outlining:
  - Origin and destination of the trip
  - Purpose for travel or the nature of the business benefit derived as a result of the travel
  - Amount of each expenditure, listed by date and location
  - Date and time of departure from and return to the traveler's headquarter or residence
- Non-Resident Alien Travelers: In order to receive reimbursement for travel, NRA travelers will be responsible for providing all of the above information in addition to the following:
  - "[Foreign Travel Reimbursement Worksheet](#)"
  - Copy of picture page of passport. (Furnished by traveler)
  - Copy of Visa page inside of passport. (Furnished by traveler)
  - Copy of I-94/arrival and departure record. (Furnished by traveler) Issued at Port of Entry into the US. Is surrendered upon departure from the US.
  - Additional forms filled out with your department's assistance.

If your NRA participant has questions about Visa requirements refer them to website of U.S. Embassy and Consulates: <http://usembassy.state.gov/>. Your department can also provide valuable information.

- Honorarium: An honorarium is compensation for a particular service (such as guest speaking, lecturing, conducting a workshop) and expenditures associated with such service. Service for which an honorarium is to be paid is usually limited to one or two sessions: in no case is the service to extend beyond two weeks. (Academic personnel who are guest lecturers, etc., for two weeks or more must be appointed with an appropriate title in accordance with UCSB Policy 1115; staff personnel whose service extends beyond two weeks must be hired as temporary employees.) You will need to check with your department to review their policy on obtaining prior approval to pay an honorarium.
  - UC Employees are paid through the PPS service.
  - Non-University Employees: Non-University employees are paid via Check Request (Form 5). Social Security number and home or business address is required.
  - Honoraria for Foreign Guests: The following is needed to process and honorarium for a Foreign Guest:
    - Copy of picture page of passport. (Furnished by traveler)
    - Copy of Visa page inside of passport. (Furnished by traveler)
    - Copy of I-94/arrival and departure record. (Furnished by traveler) Issued at Port of Entry into the US. Is surrendered upon departure from the US.
    - Additional filled out with your department's assistance.
  - Visas: The type of visa held by every alien engaging in any form of service to the University must be identified and treated according to the terms of the visa. The most common types of Visas at the University are:
    - "J" (exchange student/ scholar)
    - "F" (Student)
    - "H" (Temporary Visitor of Distinguished Merit and Ability)

- "B-1" (Temporary Business Visitor)
  - "B-2" (Temporary Visitor for Pleasure)
- It is important to know what kind of visa your participant is traveling on, because it determines whether or not they may receive an honorarium

**You should see your department's Financial Assistant or MSO for clarification on any of the travel policies listed above, as well as, to verify your department's individual requirements.**

#### **Hotels:**

There are many hotels in the Santa Barbara area that will give a discounted rate for UCSB events. Listed below are the hotels we have used in the past and had good experiences with. Make sure to book your hotel rooms far in advance to ensure that an adequate number of rooms are available. **\*\*Please Note\*\*** If your conference is during a weekend where Monday is a holiday, the standard Friday & Saturday rate will apply for the Sunday night as well. Most of the hotels also have a 2 night minimum for weekends.

#### **Upham Hotel:**

<http://www.uphamhotel.com>

Location: 1404 De la Vina Street

Phone #: (805) 962-0058

UCSB Corporate Rate: Weekdays: \$116.00      Weekends: \$166.50

Direct Bill Department? Yes

Notes: The Upham Hotel & Country House is the oldest continuously operating hotel in Southern California, situated on an acre of gardens in the heart of downtown Santa Barbara. Total rooms: 50

#### **Mar Monte Hotel:**

[www.hotelmarmonte.com](http://www.hotelmarmonte.com)

Location: 1111 East Cabrillo Blvd

Phone #: (805) 963-0744

UCSB Corporate Rate (standard room):

Weekdays: \$139.00      Friday-Saturday: \$189.00

Direct Bill Department? Yes

Notes: Formerly the Radisson Hotel, The Mar Monte Hotel is located across from the beach and just two minutes east of downtown Santa Barbara. We used them for the 2006 UCIRA Conference and they were great.

#### **Hotel Santa Barbara**

<http://www.hotelsantabarbara.com/>

Location: 533 State Street

Phone #: (805) 957-9300

UCSB Corporate Rate (standard room):

Weekdays: \$ 129-159      Friday-Saturday: \$ 179-269

2 night min. for weekends. Not available in Summer

Direct Bill Department? No

Notes: Located in Downtown Santa Barbara on the corner of State St and Cota. Be our guest and discover the Mediterranean elegance and incomparable downtown location that is Hotel Santa Barbara. Experience world-class shopping, fine dining, cultural venues, superb entertainment, great beaches, and so much more—all within walking distance of our front doors. Valet \$5. Free Hi Speed Wireless. Questions? Contact Sales Manager, Nadine Turner.

#### **Best Western South Coast Inn:**

<http://www.bwsci.com/>

Location: 5620 Calle Real

Phone #: (805) 967-3200

UCSB Corporate Rate:

September 25-June 30:

Weekdays: \$106.00                      Friday-Saturday: \$120.00

July-September 24:

Weekdays: \$113.00                      Friday-Saturday: \$130.00

Direct Bill Department? Yes

Notes: The Best Western South Coast Inn provides all of the amenities of a first class hotel and an ideal location for business or pleasure. Enjoy beautifully landscaped grounds, spacious patios, and quality accommodations in the picturesque Santa Barbara area.

**Transportation:**

**Local Santa Barbara Cab Companies:**

Rockstar Cab: DO NOT USE, have had really bad service.

Yellow Cab: (805) 965-5111

Blue Dolphin Taxi: (805) 966-6161, (805) 964-7888,( 805) 962-6886

Checker Cab: (805) 560-8284, (805) 560-3844

**Santa Barbara Air Bus:** to/from LAX and Santa Barbara

Visit [www.santabarbaraairbus.com](http://www.santabarbaraairbus.com) for schedule details and pick-up/drop-off locations.

Number of <u>Passengers</u>	Adv. Purchase Online		Pay at Bus	
	<u>1 Way</u>	<u>Round Trip</u>	<u>1 Way</u>	<u>Round Trip</u>
1	\$42	\$80	\$46	\$86
2	\$72	\$140	\$80	\$154
3	\$92	\$180	\$100	\$194
4	\$110	\$220	\$120	\$230
5	\$130	\$260	\$140	\$270
6 or More	Call for Group Pricing			

Please tell travelers to keep all transportation receipts for reimbursement purposes.

In-town travel:

Most of our conference participants travel by car to UCSB and therefore have their own method of transportation. We do however arrange for parking permits through Parking Services for our participants to be waiting at Mesa Parking Structure Information Booth and if they turn in their mileage, reimburse them according to UCSB Accounting policies. You can also hire a van service to pick up your participants at the hotel and bring them to the conference. A more economical version of this is renting a van from Transportation Services on campus for about \$25/day and arranging for someone to pick people up at their hotel and bring them to the conference. You can also allow people to make their own way to the

conference and to/from the airport via cabs, but then you have to make sure to get all their receipts for reimbursement purposes. We generally have someone involved in the conference responsible for picking people up from the airport and bringing them to their hotel or the conference, but that is generally with only 2-3 participants.

### **PUBLICITY LIST: FREE LISTINGS IN SANTA BARBARA COUNTY**

Generally, the minimum is 2 weeks prior to your event for a listing. Though sending an item as early as you can, may get you some editorial coverage as well. Contact Tracey Morris in the IHC for more press contacts.

**Name:** IHC Events Calendar  
**Deadline:** 10th of each month  
**Distribution:** All Departments & IHC Mailing List  
**Contact Person:** Tracey and Matt at IHC

**Name:** IHC Weekly E-mail Event Announcement  
**Deadline:** Every Wednesday Morning  
**Distribution:** IHC E-mail list and all department MSO's  
**Contact Person:** Tracey, tmorris@ihc.ucsb.edu

**Name:** UCSB Public Affairs  
**Deadline:** varies  
**Distribution:** n/a  
**Contact Person:** Paul.D@ia.ucsb.edu or Andrea.Estrada@ia.ucsb.edu

**Name:** 93106 Calendar (UCSB campus paper)  
**Deadline:** Check 93106 deadline calendar from Vic  
**Distribution:** UCSB Staff  
**Contact:** Vic Cox: vic.cox@ia.ucsb.edu

**Name:** Santa Barbara Independent  
**Deadline:** Every Monday at 12:00 for Thursday's issue  
**Distribution:** 40,000 copies throughout Santa Barbara, Goleta, Montecito, Carpinteria, Lompoc, and Santa Ynez, printed every Thursday  
**Contact:** listings@independent.com or 965.5205  
editstaff@independent.com

**Name:** Goleta Valley Voice  
**Deadline:** Two Weeks Prior to Event  
**Distribution:** Residential and Businesses, printed every Friday  
**Contact:** Martha Lannan, Community Editor mlannan@goletavalleyvoice.com

**Name:** Santa Barbara News Press, public square  
**Deadline:** Two weeks before date  
**Distribution:** daily paper  
**Contact:** publicsquare@newspress.com  
listings@newspress.com

**Name:** CASA Magazine  
**Deadline:** no specific deadline  
**Distribution:** Printed every Friday  
**Contact Person:** events@casamagazine.com

**Name:** edhat.com  
**Deadline:** no specific deadline  
**Distribution:** daily  
**Contact Person:** enter events at [www.edhat.com](http://www.edhat.com)

**Name:** KCSB Radio, Santa Barbara  
**Deadline:** no set deadline  
**Distribution:** Campus Radio Station  
**Contact Person:** [production@kcsb.org](mailto:production@kcsb.org) or  
[cathy.murillo@kcsb.org](mailto:cathy.murillo@kcsb.org)

**Name:** KCBX, public radio, central coast  
**Deadline:** one week prior to event  
**Distribution:** online community calendar, on air announcement  
**Contact Person:** [calendar@kcbx.org](mailto:calendar@kcbx.org)  
KCBX Public Radio, FM 90  
4100 Vachell Lane  
San Luis Obispo, CA 93401  
Phone: (805) 549-8855

**Name:** KDB radio station, Santa Barbara  
**Deadline:** one week prior to event  
**Distribution:** online community calendar  
**Contact Person:** <http://www.kdb.com/> (follow link to community calendar)  
E-mail [kdb@kdb.com](mailto:kdb@kdb.com)  
KDB  
PO Box 91660  
Santa Barbara, CA 93190  
805-966-4131  
805-966-4788 (Fax)

**Name:** KEYT  
**Deadline:** unknown  
**Distribution:** daily news report  
**Contact Person:** [keyt3news@aol.com](mailto:keyt3news@aol.com),

**Name:** KSBY-TV  
**Deadline:** varies  
**Distribution:** daily news report  
**Contact:** 1772 Calle Joaquin  
San Luis Obispo, California 93405  
805-541-6666 **Switchboard**  
805-597-8400 **News**  
[mcota@ksby.com](mailto:mcota@ksby.com) Matt Cota, SB Bureau Chief

**Name:** KCOY  
**Deadline:** unknown  
**Distribution:** online community calendar  
**Contact Person:** [communitycalendar@kcoy.com](mailto:communitycalendar@kcoy.com)  
KCOY/KKFX  
1211 West McCoy Lane  
Santa Maria, CA 93455

**PUBLICITY LIST: PAID ADVERTISING IN SANTA BARBARA COUNTY**

**Name:** Independent  
**Deadline:** noon on Monday for Thursday's edition  
**Distribution:** Santa Barbara/Carpinteria  
**Contact Person:** Tom Morey tom@independent.com

**Name:** Santa Barbara News Press  
**Deadline:** varies by publication  
**Distribution:** Santa Barbara/Carpinteria  
**Contact Person:** Melissa Olson molson@newspress.com