

# **MOXIE INTERNATIONAL CONFERENCE SERVICES**

## **AUDIOVISUAL AND INFORMATION SUPPORT**

The Moxie International Conference Services Division coordinates and hosts a variety of conferences and meetings. Moxie has only one conference center, *MoxieLand*, but it is utilized by many of Moxie's own employees as well as many outside groups who rent space. Most of the meetings are education oriented, though social gatherings and other events are sometimes held. *MoxieLand* is very customer service oriented with the ultimate daily goal being successful meetings and happy clients. Most employee performance evaluations are partially based on customer input.

The Information Services department within Conference Services plays a key role in the success of events held at *MoxieLand*. The department has equipment ranging from multimedia laptop computers to overhead projectors as well as various microphones and cameras. Services the department provides include: pre-conference planning with group coordinators that includes recommendations regarding type and placement of support equipment, pre-conference assistance with the development of presentations, the set-up and testing of requested equipment before client arrival, training and aiding presenters on the operation of specific equipment requested, running all audiovisual equipment for groups in *MoxieLand* auditorium, audio and video recording sessions as requested, monitoring a 25 station computer laboratory as well as providing basic computer support to conference services employees.

The duties of the personnel are as follows: Katherine Parr is the Vice President for Conference Services. She oversees all aspects of the division from the audiovisual and information support to catering to operations to the internal conference coordinators. The newly hired Director of the Conference Services Audio Visual and Information Support is Dawn Samuels. Her duties include budgeting and planning for equipment purchases, pre-conference meetings with clients and generally assisting with all other areas as needed. *MoxieLand* is undergoing a major renovation and I must research and make recommendations for the implementation of "smart" classrooms within the conference center.

The Deputy Director is Sam Paynter. Sam has been with the division for years. He originally was a coordinator but an interest in computers led him to move to the Audio Visual and Information Support department. Sam, like Dawn, has pre-conference meetings with clients regarding needs. He also, along with Mary Cain, a media technician, sets up equipment, trains presenters and runs auditorium equipment. He and Mary carry the weight of the day-to-day operating fundamentals. Additionally, Sam is in charge of the computer lab. Sam is also the supervisor of the part-time staff. He does scheduling for them as well as assigns daily duties.

Mary Cain, in addition to her aforementioned duties, assists Sam with the part-time employees. She occasionally will have pre-conference meetings. Both Mary and Sam train new part-time employees and perform maintenance on all equipment.

The part-time staff consists of Hal Watkins (20 hours/week), Brain O'Connor (10 hours/week) and Terry Stevenson (10 hours/week). Their primary responsibilities are to set up equipment at night and on weekends. Due to vacation or sickness, they will on occasion perform the day-to-day duties that Mary and Sam mainly do.

Assume a fiscal year (FY) 2000 budget of the following.

#### **Salaries**

|                                            |                  |
|--------------------------------------------|------------------|
| Director Katherine Parr                    | \$ 65,000        |
| Deputy Director Sam Paynter                | 48,000           |
| Director of Conference Center Dawn Samuels | 44,000           |
| Media Technician Mary Cain                 | 38,000           |
| Hal Watkins (20 hrs/week)                  | 14,000           |
| Brian O'Connor (10 hrs per week)           | 7,000            |
| Terry Stevenson (10 hr/week)               | 7,000            |
| Overtime/Temporary                         | 12,000           |
| <b>Total Salaries</b>                      | <b>\$235,000</b> |
| <b>Benefits (25%)</b>                      | <b>58,750</b>    |
| <b>Total Salaries/Benefits</b>             | <b>\$293,750</b> |

#### **Equipment**

|                          |                  |
|--------------------------|------------------|
| 35mm slide projectors    | \$ 1,000         |
| Document cameras         | 15,000           |
| Laptop computers         | 40,000           |
| Lecterns                 | 10,000           |
| Microphones              | 3,000            |
| Overhead projectors      | 3,000            |
| Rear Projection screen   | 4,000            |
| Smart Projection screens | 15,000           |
| System upgrades          | 5,000            |
| VCRs                     | 3,000            |
| Video cameras            | 40,000           |
| Wireless network         | 60,000           |
| Zip drives               | 1,000            |
| <b>Total Equipment</b>   | <b>\$200,000</b> |

#### **Operating Expense**

|                          |           |
|--------------------------|-----------|
| Staff Development        | \$ 20,000 |
| Professional Memberships | 3,000     |
| Repair and Maintenance   | 42,000    |
| Telephone/Internet       | 25,000    |
| Travel                   | 10,000    |
| Supplies                 | 20,000    |

**Total Operating Expense**

**\$120,000**

**Total Department Budget**

**\$613,750**

**Exercise 1:** Using the description and budget provided, describe any changes you think might be necessary for the following year. Prepare a FY 2001 budget based on the changes you think would be necessary (without constraints). Provide a short justification for any item that is significantly different.

**Exercise 2:** Prepare a FY 2001 budget based on a 5% decrease to the bottom line. Justify any item where you either reduced or increased a line item significantly.

**Exercise 3:** Suppose Director Parr decides to convert this “line-item” budget to a “program” budget and asks your help. She suggests the following program categories: Pre-Conference Consulting, Presentation Development, Equipment Setup & Training, Employee Computer Support, and Computer Lab. Your task is to determine how to allocate the line amounts across these categories. If you disagree with the categories and believe the “programs” (that is, functions and services) should be different, make those changes and then distribute the budget. Write a short note to accompany your program budget describing the reasons behind your allocations. Your program budget will look like this:

| <b>Expense Item</b> | <b>Pre-conf. Consult.</b> | <b>Prest. Dev.</b> | <b>Equip. Setup/Tr</b> | <b>Employee Cpt. Spt.</b> | <b>Computer Lab</b> | <b>Total</b> |
|---------------------|---------------------------|--------------------|------------------------|---------------------------|---------------------|--------------|
| Director            | \$ ?                      | \$ ?               | \$ ?                   | \$ ?                      | \$ ?                | \$65,000     |
| Dept. Dir.          | ?                         | ?                  | ?                      | ?                         | ?                   | 48,000       |
| more                |                           |                    |                        |                           |                     |              |