**Planning a Conference**

You are the assistant to Jennifer Rogers, the conference coordinator of the Santa Barbara, California Chamber of Commerce. Your office has been contacted by the Santa Barbara Business Association (SBBA) to assist in planning the 12th Annual Women’s Business Conference, to be held on October 20, 2011, from 7:30 a.m. to 5:30 p.m., at the Fess Parker Double Tree Resort. The purpose of this is to give business women in the Santa Barbara area the opportunity to network and share issues that relate to being a woman in the business world.

In preparation for this conference, you will need to complete the following projects. Detailed information that will help you finalize these projects is on the pages that follow.

* Letter
* Spreadsheet
* Presentation

**Directions**

1. Create a folder in your files, called *review*, for **saving all the files** related to this project.
2. Read the *Project Details*, which can be found on the following pages and the *Conference Details*, which can be found on our weebly website under the file name *Conference Details*. You will need the information contained in these documents to complete this project.
3. If your name is not already part of a document, include your first and last names as a header.
4. Complete each project, proofread, preview, and save each file in your *review* folder.
5. When ready, e-mail all projects and **turn them in as one e-mail**.

**Project Details**

1. The Logo:
   1. The conference logo is saved on the weebly site.
   2. The logo should be placed on all of the documents related to the conference.
2. The Letter:
   1. Write a letter (using proper block-style format) to invite the Santa Barbra Business Association members to the conference—the body of the letter is provided on the next page.
   2. The letterhead stationery that the association would like you to use is saved on the website in a file named *letterhead*.
   3. The letter speaks about a flyer being enclosed. If you need it, the flyer is saved on the website. Be sure to document the *enclosed* flyer appropriately on your printed letter.
   4. Save the file, in your own directory, as *letter*.

**Project Details** (cont’d)

It’s that time of year again, and the 12th Annual Women’s Business Conference is just around the corner! This year, the conference will be held on October 20 at the Fess Parker Double Tree Hotel and Conference Center.

Please read the enclosed flyer, which highlights the day’s keynote speaker and other impressive guests. We are confident that this year’s conference is going to be a tremendous success, due in part to the outstanding conference exhibitors that will be present. If **[Company Name]** does not already have a booth at the conference, it is not too late. Contact Janet Brice at the Santa Barbara Chamber of Commerce to receive all of the necessary exhibit information.

We are offering members of the Santa Barbara Business Association a reduced registration fee of $45. If you are interested in attending, please fax or mail back the tear-off and indicate that you are a member of SBBA.

We’re looking forward to seeing you in October!

1. Your letter should be formatted in full-block style. Remember to include the current date, the name & address of the person you are writing to, a greeting, and a closing. The letter is being sent and signed by Jennifer Rogers. You should be using mail merge (mailings, start mail merge, step by step, use “next” to work your way through the letter, make sure to insert your recipients in to the mail merge)
2. Write letters to the following people:

Ms. Jaime Bass

Westin Entertainment

1084 17th Street

Santa Monica, CA 90403

Ms. Ilana Price

International Artists Agency

3029 Sarah Street

Burbank, CA 91505

Ms. Victoria Stepanian

Trilogy Advertising

1027 Cedar Avenue

Long Beach, CA 90807

1. The RSVP List:
   1. A spreadsheet has been created to keep track of those who responded and the amounts of their checks. To complete the spreadsheet, open the *budget* file located on the website.
   2. Perform a *Save As* to save the file in your *review* folder; leave the file name the same.
   3. On the *RSVP* sheet (bottom left), enter the appropriate fee for each respondent. (Remember, Santa Barbara Business Association members pay $45, while non-members pay $60.)
   4. Use the formula tab to insert formulas to calculate the *Total Registration Fees*.
   5. Copy the *Total Registration Fees* amount into the appropriate cell on the *Budget* sheet.
   6. Resave the file.
2. Budget Analysis:
   1. Use the same spreadsheet file to evaluate the actual budget as compared to the estimated budget.
   2. Finish the *Budget* sheet by performing calculations in the shaded cells (remove the yellow shading once your calculations are complete.)

**Calculation Hints:**

* Data in the *Variation* column is calculated by subtracting *Actual* from *Estimated Budget.*
* Use the SUM function to find the data that belongs in the Totalrows.
* *Net Profit* equals *Total Income* minus *Total Expenses*.

1. Income Statement Comparison:
   1. To compare this year’s income and expenses with last year’s, complete the Comparative Income Statement on Sheet 3, *Comparison*. The cells that require data/calculations are shaded yellow (remove the yellow shading once your calculations are complete).
   2. Beginning in cell A33 on the *Comparison* sheet, type a response to this question: Why would an organization be interested in comparing Net Profit from year to year?
   3. **extra credit:** Once all data is complete, create a chart/graph showing the comparison of this year’s income with last year’s income.

**Calculation Hint:**

* *Gross Profit* equals *Total Income* minus *Total Variable Expenses*.
* *Net Income* equals *Gross Profit* minus *Total Fixed Expenses.*

1. Presentation:
   1. Your boss has asked you to create a presentation, which she plans to deliver to the SBBA’s Conference Committee. The purpose of this presentation is to show the committee what has been planned for the convention thus far. Some slides are very specific as to what they should contain; others require you to decide their content and to rely on your creativity.
   2. The presentation should include the following:
      * Title slide
      * A slide highlighting conference details such as date, time, place.
      * A slide summarizing the day’s events.
      * A slide summarizing the conference highlights (most important things happening.)
      * A slide outlining the sessions and speakers.
      * A slide titled, *The Budget*. Include the following bullet points:
        1. Higher profit as compared to last year
        2. Donations from corporate sponsors provided cushion
        3. Details – link the word *Details* to the *Budget* spreadsheet. (hyperlink)
      * A slide listing the exhibitors.
      * A final/closing slide.
   3. Use a relevant slide design, insert appropriate graphics, and include a footer on each slide that includes the conference title.
   4. Save the presentation as *presentation*.