

# Hosting the GCEC Conference



# Webinar Hosts



**Holly DeArmond** | Executive Director @ GCEC



**Leith Martin** | Executive Director of the Troesh Center for Entrepreneurship and Innovation at University of Nevada, Las Vegas

Chair of the GCEC Site Selection Committee

*GCEC Conference Host in 2020 (Virtual) and 2022 (Las Vegas)*

# Thank you!



## **Michael H. Morris**

Professor of Entrepreneurship and Social  
Innovation

Keough School of Global Affairs

University of Notre Dame

Former Chair of the GCEC Site Selection  
Committee & Current Member of the  
Committee

# Founded in 1997



## The mission of the GCEC is to:

Help entrepreneurship education leaders and teams build a qualified network, learn best practices, and collaborate globally.

Be the premier leadership organization addressing emerging topics of interest among university entrepreneurship programs.

Spread passion for higher education entrepreneurship and how it can facilitate a better world for all.

# Engagement



Join the Virtual Connections

Connect on LinkedIn

Get Relevant News via Newsletter

Post + Seek Jobs on our Web Site

Attend the Conference

Apply for the Annual Awards

# Former Hosts



**Increase Awareness + Reputation**



**Solidify Leadership Position in Industry and their Region**



**National + Global Reach**



**New Collaborations**



# Conference Philosophy



Currently, we are a **campus-based conference**, we don't have urban, hotel-based conferences

Traditionally hosted by a single university, some schools have partnered to host

Our conference is not about academic papers or scholarly research --- it is about **best practices in teaching, program building, co-curricular learning, experiential learning, community engagement, and program management**

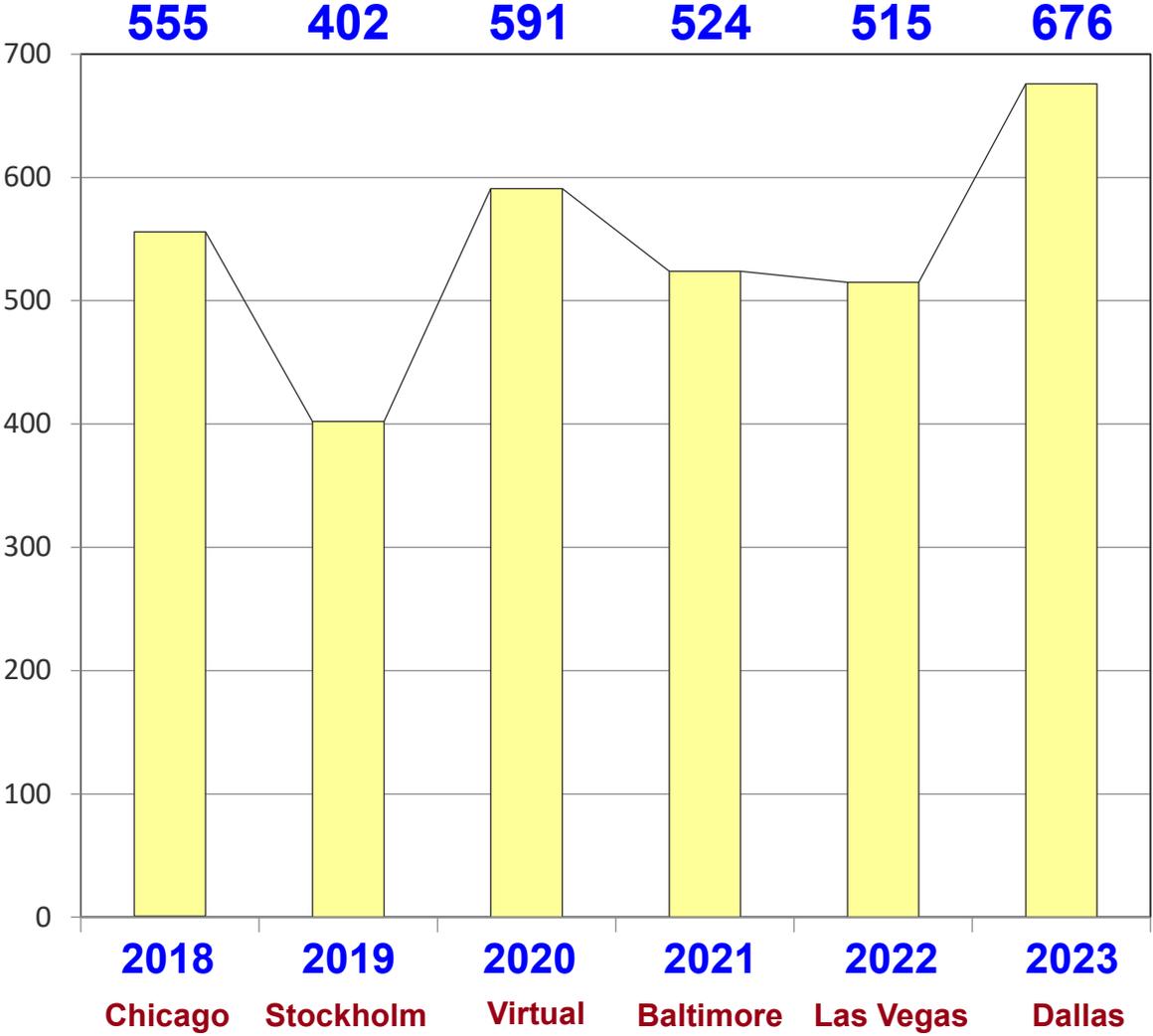
We are about entrepreneurship in **all its many forms**, pursued by all its many advocates, and in all the different contexts in which it occurs

We are a conference about **sharing, giving, collaborating**

# Attendee Data



## # Registrants by Year



# Location Strategy



We go to the best place based on the **quality of the proposal**

We have generally attempted to **rotate** between east, central and west in the U.S., with an international location every few years.

We have received proposals from across the **U.S. and Canada, Australia, Southeast Asia, South and Central America, Europe and the Middle East**

While originally U.S.-centric, we are working to **connect with centers across the globe**, and this is reflected in our solicitation for host universities

# Timeline + Process



 Submit a letter of interest **in February**

These detailed letters are reviewed by the GCEC Site Selection Committee, and a set of schools are **invited to submit formal proposals**

If invited to submit a formal proposal, the committee has determined that a location would be a viable place to hold the next conference

Potential hosts may be invited to meet virtually with the Chair and GCEC Executive Director

A final decision is made by the committee and then approved by the GCEC Advisory Board, and the school is notified **in early June**

# Conference Schedule



The conference is held over **three days in the fall**, typically October

The host school determines the actual dates in coordination with GCEC leadership

Our aim is to give the host school at least **15 months to prepare and organize** the conference

The host school is supported by the Advisory Board Conference Committee and GCEC Headquarters

They interact with you beginning at the conference from the year preceding the host's year and then at regular interventions in the run-up to the conference

# Facilities Needs



 Hotel(s) to accommodate 500–700 people

Dinner locations can be on or off campus

Campus buildings that can conveniently accommodate 100+ breakout sessions, keynote addresses, and lunch for 500–700 attendees

Meals are included beginning Thursday evening (opening reception/dinner); Friday (breakfast, lunch, dinner), and Saturday (breakfast, lunch, awards dinner)

# Financial Details



Host university is responsible for all conference costs

Host university receives 100% of the conference fees (not the membership fees)

The conference fee can be modestly adjusted from current year rates with approval from GCEC Headquarters

Host university is responsible for additional fundraising, sponsorships, grants, gifts --- and the host schools keep these funds

Leadership Circle funds stay with GCEC. Non-Leadership Circle sponsorships from GCEC member schools are share with GCEC on 50/50 basis

Former host budgets can be shared with those who move forward with the RFP

# Letter of Interest



- Outline your motivation for hosting the GCEC Conference
- Make clear why your university would be a wonderful venue for hosting
- Outline your past involvement with the GCEC
- Outline a conference theme and how it fits with your university and city
- Outline your leadership team who will lead and run the conference
- Outline collaborations with other organizations on-campus and off-campus that will support your unique conference
- Outline how you are positioned to host a conference of our size in your city/town and on campus (facilities, support, resources, etc)
- Demonstrate high level university support for hosting the conference

# Final Proposal

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- Theme and overview
  - Collaborations
  - Facilities and proximity (travel times from hotel to campus; location of airport to hotels)
  - City/regions features
  - Tracks and concepts for program structure and unique program features
  - Budget --- our average costs have been about \$500 per participant --- revenue / cost coverage plan
  - Host school Conference Chairperson, team, evidence of staff support
  - Marketing strategy
  - Unique benefits your school can provide as host and your competitive advantage and how it will be leveraged
  - Certification of commitment (brief statement and signature of president, chancellor, provost or dean) --- clear acknowledgement of financial commitment being made

# Review of the Process

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- **Submit the Letter of Interest in February** and Site Selection Committee will review those in early March
  - The Committee will select a small number of those universities are **invited to move forward with a Final Proposal**
  - **Final Proposals are due in early May**
  - The Committee reviews the final proposals and recommends a host to the GCEC Advisory Board
    - A Virtual Meeting may be requested with potential hosts
  - A decision will be made in early **June and GCEC HQ will work with the selected host on the MOU**
  - Throughout the process, you will be notified via email on your status

# Site Selection Committee



**Leith Martin**

Executive Director of the Troesh Center for Entrepreneurship and Innovation at UNLV and Chair of the GCEC Site Selection Committee



**Marwan Ayache**

Stockholm School of Entrepreneurship  
2019 Host



**Michael Morris**

Notre Dame University  
2007, 2015 Host



**Tim Barnes**

The Centre for Entrepreneurs (London, UK)  
2014 Host



**Gregory Thomas**

University of Massachusetts, Amherst



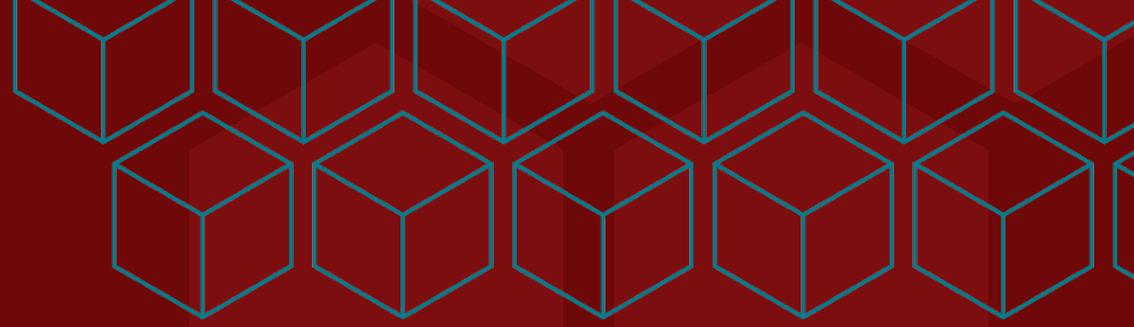
**Jeff Hornsby**

University of Missouri, Kansas City  
2013 Host



**Holly DeArmond, Ex-Officio**

GCEC Headquarters



# Q&A

<https://www.globalentrepreneurshipconsortium.org/host/>

