The UCI Student Center & Event Services Joins the Elite International Association of Conference Centres (IACC)

Global Thought Leader in the Small Meetings Industry

Irvine, Calif., July 20, 2017 – Student Center & Event Services (SCES) obtains IACC certification as a Conference Center of Excellence, meeting a comprehensive set of global criteria and standards for providing world-class service. The Center is the first in Orange County and tenth statewide to achieve the honorable distinction of being counted among an elite group of 385 venues in 22 countries aspiring to international excellence.

IACC is the sole global professional organization that represents small-to-medium-sized venues focused on meetings, training courses and conferences. Vice Chancellor Dr. Thomas A. Parham made the announcement.

“The best among us in any endeavor are always in pursuit of trying to close the gap between what we aspire to be (achieve), and how that is operationalized within the context of the work we do. This recognition verifies that we have closed that gap and I am very proud of my team who worked tirelessly to achieve this level of performance,” said Parham.

Mark Cooper, IACC’s CEO comments, “I am delighted that the UCI Student Center Conference Center has demonstrated its commitment to delivering the IACC Meetings Experience. By them meeting our global quality standards, we have established that they
will provide Event Specialists with the confidence and trust required, and that they have
chosen a quality venue and committed team to look after their meeting.”

IACC actively serves its global community by being the premier thought-leader in the
meetings industry and will promote The Center in the Americas, Europe and Australasia,
and Asia-Pacific. All partners conform to a comprehensive, international set of quality
standards established by IACC.

Key benefits of an IACC certification include professional development and networking
opportunities that are truly global and IACC’s marketing reach that extends far beyond that
of the Student Center currently. Other benefits include Benchmarking vis-à-vis colleagues
and industry standards; the immensely popular, global Copper Skillet Culinary
Competition celebrating the artistry of IACC distinguished chefs from around the world;
and the IACC Code of Sustainability, supporting green meeting environments, initiatives
and best practices internationally.

About the UCI Student Center Conference Center:
Founded in 1983, the Student Center Conference Center provides the campus community
and its guests a variety of indoor and outdoor event services and venues for social,
recreational, cultural, and educational pursuits. It is the primary resource for individuals
and organizations wanting to conduct a meeting, seminar, conference or other event on
campus. The Center offers flexible meeting space, lounges, a movie theater, business
center, dining options and retail services. For more information, visit

About the University of California, Irvine: Founded in 1965, UCI is the youngest
member of the prestigious Association of American Universities. The campus has
produced three Nobel laureates and is known for its academic achievement, premier
research, innovation and anteater mascot. Led by Chancellor Howard Gillman, UCI has
more than 30,000 students and offers 192 degree programs. It’s located in one of the
world’s safest and most economically vibrant communities and is Orange County’s
second-largest employer, contributing $5 billion annually to the local economy. For more
on UCI, visit www.uci.edu.

Media access: Radio programs/stations may, for a fee, use an on-campus ISDN line to
interview UCI faculty and experts, subject to availability and university approval. For
more UCI news, visit news.uci.edu. Additional resources for journalists may be found at
communications.uci.edu/for-journalists.

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For UCI breaking news, visit news.uci.edu.
Marketing Objectives

Achieving IACC certification is the first step and now it is time to tell the world and to start gaining value from the IACC certification.

Telling the World That SCES Delivers the IACC Meeting Experience

We can begin with an official announcement about the UCI Student Center & Event Services’ recognition as an international conference center of excellence. It is also time to educate our staff and promote ourselves on campus, locally and internationally.

Public-Facing Initiatives

- ZotMail email announcement (students, faculty, staff) <http://www.conferencecenter.uci.edu/email/zotmail-iacc.html>
- Press release (quotes from IACC CEO Mark Cooper and Vice Chancellor Thomas Parham)
- Social media announcement (“Your student union receives recognition as. . .’’)
- Website re-launch May 2017 (www.conferencecenter.uci.edu)
- Advertise on supplier networks (iacconline.org, Unique Venues, Cvent, Elite Meetings)
- Participate at IACC conferences (professional development and networking opportunities)
- Apply for IACC Green Star Sustainability Certification (Platinum, Gold, or Silver standard)
- Update business collateral (email auto signatures, letterhead, business contracts, bids, proposals)
- Install IACC plaque (Student Center grand entrance)

Internal Initiatives

- Overview on CenterPedia
- Departmental meeting presentation
- “What’s Your IACC Story?” sales and marketing training video
- International Conference Centre Management certificate for event staff

Incorporating IACC into SCES Brand Positioning

IACC certification will reinforce our brand values and identity. As IACC members and members of a global chain, we must include our IACC certification logo and messaging in marketing initiatives moving forward.
IACC Represents the world's most prestigious meeting venues
UCI Student Center & Event Services
Recognized as an International Conference Center of Excellence

The Student Center & Event Services property and staff hold the honorable distinction of being counted among an elite group of 385 venues in 22 countries that aspire to international excellence.

IACC is the sole global professional association that represents the world’s most prestigious brands in small-to-medium-sized venues focused on meetings, training courses, and conferences. The Center observes a comprehensive global set of IACC criteria and quality standards covering acoustics, lighting, furnishings, equipment, staffing, technology, and dining. IACC venues are purpose-built and managed to maintain maximum productivity and consistent quality for an international clientele.

Members are vetted by an extensive application and on-site inspection process ensuring adherence to a set of quality standards in aesthetics and design, food and beverage, and service-related standards. Our Membership gives Meeting Planners world-wide complete confidence in booking their next meeting at UCI knowing that the venue staff are committed to delivering exceptional experiences.

Benefits of Membership

Benchmarking
- IACC compiles statistical evidence of UCI’s performance compared to other conference centers

Code of Sustainability
- IACC is the leader in creating environmental awareness among its member properties and their clients. This is done by communicating the initiatives researched and identified as having environmental impact and through the IACC Green Star Sustainability Certification Platinum, Gold or Silver Standard award.

Marketing and Business Development
- Listed on IACC’s website recognized by meeting planners globally
- Participation and promotion of IACC members at trade shows, events, and other media

Professional Development and Learning
- IACC is a platform for continuing education and training for conference center professionals. Members have access to a body of knowledge through research, conferences, and webinars organized by IACC.

Healthy Competition
- The Culinary Copper Skillet Competition highlights the artistry and skills of venue chefs from around the world

The IACC Advantage

Student Center & Event Services’ recognition by IACC as a Conference Center of Excellence is a first to Orange County joining only nine venues statewide.

As an IACC member venue, Student Center & Event Services shares a sense of universal pride with a distinct point of differentiation in the marketplace that carries with it an exceptional reputation. By joining IACC, the Student Center does not follow industry standards—they set them.
UCI Achieves International Conference Center Standards of Excellence
Student Center & Event Services obtains IACC certification as a Conference Center of Excellence, meeting a comprehensive set of global criteria and standards for providing world-class standards. UCI Conference Center is the first in Orange County to achieve this comprehensive criteria for excellence and the tenth venue statewide.

Student Center & Event Services (SCES) achieves the honorable distinction of being counted among an elite group of 385 venues in 22 countries that aspire to international excellence.

Why Does IACC Make a Difference?

IACC supports the academic success of students, faculty, and staff by partnering with the Student Center in facilitating a best-in-class experience for learning outside the classroom in a truly world-recognized facility that does not follow industry standards, but sets them.

#1 IACC Membership Aligns with Student Affairs’ Strategic Vision

» Acquisition or Creation of Additional Space

IACC member properties are designed around the venue’s core intended purpose with strict guidelines regarding aesthetics, comfort, and functionality. As an IACC member, the Student Center must meet or exceed architectural and design guidelines recognized world-wide as enhancing meetings, conferences, training sessions, team-building activities, and special events. By creating venue space that adheres to first-in-class criteria recognized globally, Student Affairs is better positioned for the acquisition or creation of additional space.

» Preparing Our Students to Be Career and Life Ready

The Student Center workforce will be trained in marketing, event planning, and operations of an IACC venue recognized and promoted world-wide as having the highest level of service and amenities possible. There are standard venues and then there are IACC venues where a comprehensive approach to quality service is the primary differentiator.

» Creating Healthy Communities and Wellness-Minded Individuals

IACC venues demonstrate a proven commitment to providing guests a general sense of well-being that extends beyond the basic comforts of climate controls, ergonomics, continuous refreshment breaks, and wholesome dining options.

» Collaborating Through Strategic Partnerships

IACC is a global community of professionals fostering partnerships in 22 countries committed to excellence. The campus community benefits from its recognition as a transnational brand through its increased ability to foster collaborations among educators, thinkers, business leaders, and students wishing to conduct business in a proven center for excellence.

» Encouraging Lifelong Learning Through Student Retention and Achievement

The SCES student workforce will be trained on the IACC approach to quality service. Opportunities for professional skill development will result from the Student Center’s commitment to exceeding the IACC criteria in the area of professional development that ensures the “venue will be able to demonstrate a commitment to the professional development of its staff through internal and external education programs” (IACC Guide to Quality Standards).

» Preparing Students to Be Leaders in a Global Society

IACC is the sole global organization representing the world’s most prestigious brands. As a result, the student workforce will learn the framework and criteria for leading the way as a trusted brand worldwide.
#2 IACC Membership Aligns with UCI’s Strategic Vision

This certification reflects UCI’s event and support services’ commitment to achieving world-class standing.

» Growth That Makes a Difference: Expanding Our Capacity to Improve Lives
   IACC is a global community of professionals that repositions the UCI Conference Center as a transnational brand recognized as being one of only 385 elite venues to achieve this distinction.

» First in Class: Elevating the Student Experience to Prepare Future Leaders
   IACC is the only global organization representing the world’s most prestigious brands in small-to-medium-sized venues focused on meetings, training courses, and conferences. The UCI Conference Center’s recognition as a leader in excellence is considered world-class with only the top venues in 22 countries holding this honorable distinction.

» Great Partners: Making Regional and Global Connections that Enhance Our Mission and Serve the People
   IACC promotes the UCI Conference Center in the Americas, Europe, Australia, Asia-Pacific, and Africa. Professional development and networking opportunities are truly global and the IACC marketing reach extends far beyond the Student Center’s current reach.

» New Paths for Our Brilliant Future: Forging Best Practices to Power the Coming Century
   IACC identifies new sources of revenue for the Conference Center, attracting transnational business leaders, educators, and the curious to what could be a hub of global collaboration and a pathway to global brand awareness in a world economy.

#3 Revenue

IACC identifies global trends and connects the UCI Conference Center with global partners wishing to conduct business in one of the world’s most economically vibrant communities among some of the world’s largest companies.

IACC Vision

IACC is a global community of passionate people and organizations delivering innovative and exceptional meeting experiences.

Event venues passing a comprehensive application process and thorough on-site examination are brought to the IACC board for careful consideration. The full width and breadth of IACC membership means creating a globally recognized brand among some of the world’s elite. This translates into global recognition for the UCI brand as the UCI Conference Center is the tenth in California, the third in the UC system, and the first in Orange County to distinguish itself as a globally marketed venue for the purposes of increased revenue.
<table>
<thead>
<tr>
<th>General Conference Center</th>
<th>Industry Guidelines (Qualifications and Requirements)</th>
<th>UCI Conference Center 2011</th>
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<tbody>
<tr>
<td>Meeting Spaces</td>
<td>Range in size from small to large meeting rooms, turn-over rates. No requirements.</td>
<td>48-hour (average) turn-over rates for room regardless of size due to staffing requirements</td>
<td>Applies to standards for small to medium venues. No turn-over rates.</td>
<td>4-hour turn-over/flip time for largest spaces</td>
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<tr>
<td>Staffing Capacities &amp; Professional Certifications</td>
<td>No guidelines</td>
<td>» Broad client bases vs. specializations</td>
<td>» Certified Meeting Professionals (CMP®) Recommended and dedicated specialists are required</td>
<td>All Event Specialist staff have either obtained their CMP® certification or are working toward taking the exam</td>
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<tr>
<td></td>
<td></td>
<td>» No CMP® certified event specialists</td>
<td>» Certified Technology Specialists (CTS®) Recommended</td>
<td>AV and Operations staff have either obtained their CTS® certification or are working toward taking the exam</td>
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<tr>
<td></td>
<td></td>
<td>» No CTS® certified AV technicians or operations staff</td>
<td>» Direct communication channels with conference planner</td>
<td>SCES implemented a 4/40 work schedule for Operations staff to ensure consistent customer service and supervision for all hours the venue is open</td>
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<td>» Overtime was high in Operations staff due to scheduling on demand vs. building coverage</td>
<td>» Must demonstrate professional development of staff through internal and external education programs</td>
<td>Obtained one-stop shop certification from ACCED-I</td>
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<tr>
<td>AV Technology and Technical Support</td>
<td>» Limited broadband</td>
<td>» Limited broadband</td>
<td>» Wired or Wi-Fi high-speed Internet</td>
<td>Continuous professional development opportunities, conferences, seminars, workshops or continued education credits are mandatory conditions for employment</td>
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<td></td>
<td>» Portable projectors and screens</td>
<td>» Limited inventory of computers and projectors</td>
<td>» Multiple built-in AV ports and power outlets</td>
<td>Present at national conferences and annual events as content experts in the areas of collegiate and professional conference center marketing and operations</td>
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<tr>
<td></td>
<td>» Portable PA with minimal support</td>
<td></td>
<td>» Built-in, enhanced sound systems</td>
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<tr>
<td>Residential/Non-Residential</td>
<td>No guidelines</td>
<td>No Business Center, minimal laptops, no digital media, no copy center, no business supplies and no shipping options</td>
<td>Dedicated Business Center with printers, laptops, digital media, copying services, business supplies, and shipping logistics</td>
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<tr>
<td>• Guest Accommodations</td>
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<td>Opened a UPS Store® in the venue to provide other services and offerings for conference planners and attendees</td>
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<tr>
<td>• Guest Room Inventory</td>
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<tr>
<td>• Business Services</td>
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Exceeds IACC requirements for international centers of excellence
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<tr>
<td>Marketing &amp; Advertising</td>
<td>No guidelines</td>
<td></td>
<td>Elite group of globally recognized brands share supplier sites and networking opportunities</td>
<td>Created a more aesthetically pleasing website catering to a variety of client types and provided comprehensive event information, options, and planning tools</td>
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<tr>
<td>• Brand Equity</td>
<td></td>
<td></td>
<td>» Minimal brand awareness, loyalty or identity</td>
<td>Website shows floor plans and all the configurations possible in each room, including capacities</td>
</tr>
<tr>
<td>• Brand Exposure</td>
<td></td>
<td></td>
<td>» Minimal brand exposure beyond UCI campus</td>
<td>Basic customer intake/inquiry forms. This year’s goals include the development of an automated intake form (request for proposal system) to be interactive, which includes developing customer accounts, pricing quotes, and direct email to clients. This will allow Conference Services to keep pace with increasing event inquiries and to keep pace with future growth without adding FTEs; thus reducing operating costs and high profit margins.</td>
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<td>• Market Segmentation</td>
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<td>» Narrow market segmentation</td>
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<tr>
<td>• Destination Marketing</td>
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<td>» Not considered a destination or point of interest</td>
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<tr>
<td>Organization</td>
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<td><strong>Exceeds IACC requirements for international centers of excellence</strong></td>
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<tr>
<td>Location &amp; Wayfinding</td>
<td>No guidelines</td>
<td></td>
<td>No floor plans or configurations options for clients to view on the website</td>
<td>SCES offers airport-to-campus pickups</td>
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<tr>
<td>• Shuttle Services</td>
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<td>» No door-to-door or shuttle airport offerings</td>
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<tr>
<td>• Airport and Freeway</td>
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<tr>
<td>Accessibility</td>
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IACC CERTIFIED VENUE
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<tbody>
<tr>
<td>Building Architecture &amp; Design</td>
<td>• ADA Compliance • Capacities for Fire Code Compliance • Sustainable Design</td>
<td>• General task lighting • Air conditioning (not in all cases) • Meeting and breakout rooms • Minimal standard sound ratings</td>
<td>• Fluorescent lighting and no sustainable practices</td>
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<td>• Zoned lighting controls and 500 lux and 50-foot candles to tabletop • In-room climate controls • Unobstructed interior views • Noise Isolation Class exceeds 45 NIC; Background Noise Criteria does not exceed 35 NC; Reverberation Time lower than 1.2 seconds • Must actively engage in “green practices” and sustainability</td>
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<td>• Student Center meets zone lighting, and candle footage requirements while reducing energy costs. SCES is honored by the California Higher Education Sustainability Conference with the 11th annual Best Practice Award for lighting design</td>
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<td>• Spearheaded $40K Green Initiative Fund grant for two Cafe-style solar-powered charging stations on Terrace Patio</td>
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<td>• Student Center Expansion project received a Leadership in Energy and Environmental Design (LEED) Gold award from the U.S. Green Building Council</td>
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<td>• The Student Center rooftops are now home to an 85 KW solar panel system</td>
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<td>• Partnered with Facilities Management to expand its Co-Winged recycling program to all tenant offices, and a few public areas within The Center</td>
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<td>• Five rooftop Heating Ventilation and Air Conditioning (HVAC) units were replaced on the Cross-Cultural Center with a new, energy-efficient model</td>
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<td>• Replaced standard cleaners that contain hazardous chemicals with electrolyzed water as part of a pilot project</td>
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<td>• Discontinued use of traditional pesticides within the Student Center and Cross-Cultural Center buildings setting a campus precedent and new standard</td>
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<td>• Reduced the use of non-green cleaning chemicals by 29%, while decreasing the annual expense of these products by 18%</td>
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<td>• Recycling bins are placed in strategic locations around The Center to encourage bottle, glass, newspapers, and paper recycling</td>
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<td>• Biodegradable containers are used for most to-go items and biodegradable plates are used in most retail dining locations within The Center</td>
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<td>• Continuous facility enhancements establish the Student Center’s core values and intended purpose: • Hard Flooring Solution • Irvine Museum Artwork and Framed Ansel Adams Prints • Viewpoint Art Gallery • Global Viewpoint Lounge • Terrace Stage Upgrades • Aiso Board Room Upgrades • Emerald Hallway Grand Entrance • Shade-Sail Awnings • Wall Coverings • Sustainable Landscaping • Single-Stall, Gender-Neutral Restrooms</td>
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| **Food & Beverage Service** | No guidelines | Basic/standard food for events. Very little custom options. | Must provide continuous refreshment service outside of meeting rooms. Must have dedicated space for food presentations. | - Themed décor and seasonal menus are the result of increasing collaborations with UCI dining to meet client expectations and IACC requirements  
- Student Center was the chief architect behind Hospitality & Dining’s Chef’s Club event as a catalyst to increasing dining options and improving service intent on world-class recognition |
| **Product Offerings** | No guidelines | No packages or thematic events | Must include all-inclusive packages offering continuous break service, AV systems, room rental, and professional conference planning support | - SCES developed the Winter Wonderland, Blue & Gold, Cultural Show Package, and the Aliso Day Meeting Packages  
- Increased the square footage by incorporating outdoor areas to increase event revenue while appealing to a broader audience (i.e., weddings and birthday parties)  
- Marketing and AntMedia team offers a wide range of media services including event brochures, flyers, digital signage, IMAG, event filming, narrative filming services, script writing, grant proposal packages, and photography services |
| **Customer Service** | No guidelines | | Provide evidence of customer feedback and continuous process improvement program | - Replaced phone tree with VIP line/signs in each of the conference center rooms providing a direct and immediate response to clients during all operating times; thus, allowing quick resolution for customers’ needs  
- Designed and implemented Approach to Quality Service program and training video which outlines the four keys to quality service, our values, mission statement, and common purpose, along with a detailed description on how we create a culture of customer service  
- Instated a Customer Service Satisfaction Survey program for closing the loop on customer complaints and positive testimonials  
- Initiated the Malcolm Baldrige and the California Performance Excellence Programs for cultivating a culture of continuous improvement with special focus on Customer Service  
- Expanded building hours to 7:00 a.m. – 12:00 a.m., seven days a week without increasing Operations Supervisor staffing budget |

Exceeds IACC requirements for international centers of excellence