

CONFERENCE STAFFING CHEAT SHEET: 12 Essential Questions to Answer



Chaos or harmony: Staffing your conference can lead to both. Answer the following questions to avoid common pitfalls.

1. When are you going to start staffing your event?

It's easy for conference staffing to get back-burnered. But don't wait, if you've got an in-person element to your event you'll need time to figure out logistics like travel and accommodations. You'll need to schedule time for your virtual staff, as well to make sure their calendars don't get booked up. Try to start the process about three months before your event.

2. How many staffers do you need?

The number of staff you'll need can vary dramatically; some conferences require a few dozen where other companies bring thousands. Figure out your specific needs and don't forget to build in a surplus to cover last-minute cancelations.

3. How will you find staffers?

Email is common but it can easily lead to chaos, especially when you're recruiting hundreds of staffers. Technology can be a godsend; look for scheduling tools that have a Call for Staff feature to organize your recruitment.

4. How will you select and schedule staffers?

Staffing a conference can be a desirable gig, so know your needs broken down by job title and subject matter expertise. Email and spreadsheets are an option, but scheduling tools make it easier to collect and schedule by this information.

5. How much will your staffers work?

It's not cheap to bring staff to an event; get the most out of your investment by making sure they have a full schedule.

6. How will you ensure staffers are not double-booked?

Double-booked staff leads to chaos. Low-tech scheduling methods make double-bookings almost a certainty. Tools with automatic conflict notifications will eliminate the problem.

7. How will staffers know where they need to be and when?

A missed assignment by a lost or confused staffer leaves you and your attendees in a lurch. You want your staff to have access to maps and schedules they can download to their calendar.

8. How will staffers find out about last-minute changes?

No matter how many staffers you have, inevitable last minute changes will present a huge challenge. How will you push out changes to staffers, ensure the changes are seen, and the staffers get to their new location at the right time? Emails are easily missed; scheduling tools provide a more reliable alternative.

9. How will you handle last-minute scheduling changes?

Last-minute scheduling changes often necessitate changes in permissions (like spreadsheets), access, and badges. Having a centralized place where you can view—and make changes—to those items can save your day.

10. How will attendees find their perfect expert?

Attendees want to speak with experts, whether on the floor or in a virtual meeting, that have the background and knowledge they need. Your event website can provide this information, or you can use a scheduling tool to make searching easy.

11. How will attendees locate experts?

With all the buzzing activity at your event, how will attendees find the experts they want to meet? Some tools enable attendees to see real-time expert locations on a floor map or you can search and filter within the event’s online Community.

12. How will attendees schedule time to meet with subject experts?

Conferences are busy affairs and your experts will be in-demand. Attendees value tools that allow them to reserve time to speak with specific experts.

Let us introduce you to [Hubb’s Staffing Manager](#). It allows event organizers to find staff with a Call for Staff, assign work locations, whether physical or virtual, based on subject matter expertise, job title, or other criteria, and to schedule staff for one or more locations with a schedule builder. Staff can see their schedule and work locations, and download their schedule to their own calendar. Automatic conflict notifications prevent double-booking.

Want to learn more about Hubb’s Staffing Manager?

Visit our [Staffing page](#).