Service Blueprint in Conference

Stage	Pre Conference Phase						Conference Phase				Post Conference Phase	
Physical Evidence	- Conference Website - Conference System - Ads & Brochure	Manuscript	Email : Peer Reviews Comments & Invoice	Email : Confirm Registration & Payment Email	- Final Manuscript - Email : Official Acceptance Letter	Presentation Schedule	- Registration Form - Conference Materials (badge, program, etc.)	- Conference Room - Keynote Speeches - Food & Beverage	Breakout Room	- Certificates - Awards	Email : Evaluation Form	Proceedings
Customer Action	Pre Registration - ask for information - visits the conference website - registers for the conference online - selects conference type	Submission of Manuscript - prepare & upload manuscript in the conference system	Get Comment & Revised Paper - Revised paper after get suggestion in the conference system	Registration & Payment - provides payment information in the system	Final Revised Manuscript Submit - upload final manuscript	Presentation Material Submit - upload Presentation Material	Registration - travels to conference venue - checks in at the conference desk - receives conference badge, program and any other materials - get conference registration fee receipt	Participation Sessions - attends keynote speeches and breakout session on their preferences - have a refreshment and meals between sessions	Presentation Sessions - presents & share papers with other people	Receive Certificates & Awards (optional) - receives certificates - receives awards (optional)	Feedback & Evaluation - sends thank you email, evaluation form	Receives Proceedings - notify for online proceedings
Line of Interaction												
Frontstage							- Registration Desk - IT Desk (Upload Presentration) - Financial Desk	Opening & Keynote Sessions	Moderater & Staff in Breakout Room	Annouce Certificates & Awards		
Line of Visibility												
Backstage Actions	- Conference & Register Information (Phone, Email) - Event Planning & Management (venue selection, booking, scheduling, budgeting, e-project etc.) - Marketing & Promotion (website content, email, social media) - Speaker Management (invitations, topic, any requirement) - Sponsership	- Notification of Pre Acceptance - Peer Reviews Recruited - Peer Reviews Process	- Notification of Peer Reviews Comments & Payment Invoice - Reviewer Evaluation - Editor Considerations	- Confirm Payment - Update Status - Register Receipt	- Notification of Official Acceptance - Award Considerations - Conference Badge, Program & any Other Materials	- Presentation collected - Staff recruited, trained and scheduled	- Venue, Logistics, F&B setup				- Evaluate collected - Analyzed feedback - Project and finacial report	- Prepare Proceedings
Line of Internal Interaction												
Support Processes (Technology)	- Website - Conference system	Conference system	Conference system	- Conference system - Bank /Credit Card Transfer			technical setup & support				Online Evaluation Form	
Risk Evaluation	- Technical issues (system, website) - Speaker cancellations - Unexpected expenses		- Low registration numbers - Speaker cancellations - Technical issues (system, website) - Unexpected expenses	- Low registration numbers - Speaker cancellations - Technical issues (system, website) - Unexpected expenses			- Venue issues (technical, facilities, logistic etc.) - health, food & safety concerns	Venue issues (technical, facilities, logistic etc.)	- Venue issues (technical, facilities, logistic etc.) - Overtime in Breakout Session	Missed Typing	Negative Feedback	Missed Typing

By Division of Research, Academic Service and International Relation, CMUBS