StarRez 2026 C&E Industry Survey Questions

1. First and last name
2. Work email address
3. Campus/Institution/Company Name
4. Region of operation
5. What is the total number of beds in your housing operation?
6. What is the total number of beds available to use for conferences & events?
7. What is your role?

8. **What department or division does your C&E operation report into?**
    a. Conference & Events
    b. Housing/Residence Life
    c. Auxiliary Services
    d. Student Affairs
    e. Facilities/Operations
    f. Finance/Business Office
    g. Executive Leadership
    h. Other (please specify)
9. **How many full-time staff work in your conference and events operation?**
10. **Approximately how many events does your team manage annually?**
11. **Do you manage conferences and events year-round or only during the seasonal/non-academic period?**
    a. Seasonal/non-academic year only
    b. Year-round
    c. Other (please specify)
12. **What is your typical peak season for conferences and events?**
    a. January-April
    b. May-August
    c. September-December
    d. Varies by event type or region
    e. Other (please specify)
13. **What services does your department provide or coordinate for conferences and events?**
    a. Housing or guest accommodations
    b. Meeting space, field, or classroom rentals
    c. Dining coordination
    d. Catering services

e. Delivered Catering
f. Parking arrangements
g. Transportation
h. Security or risk management
i. Equipment Rental (projectors, tables, chairs, etc.)
j. Registration services
k. AV Services
l. Abstract Management Services
m. Full meeting management
n. Other (please specify)

14. **How many different software systems does your team use to manage the event lifecycle?**
    a. 1, fully integrated platform
    b. 2-3
    c. 4-5
    d. 6 or more
    e. Unsure
15. **What is your primary software solution or source of truth for managing conference and event operations?**
    a. StarRez
    b. Opera
    c. Iris (Seattle Technology Group)
    d. Delphi
    e. Kinetic (KX)
    f. Ungerboeck / Momentus
    g. EventPro
    h. EMS Software (Accruent)
    i. Housing.Cloud
    j. RMS Mercury
    k. Jenzabar One / J1
    l. 25Live
    m. Ad Astra
    n. Cvent
    o. Manual processes (e.g., spreadsheets, paper forms)
    p. Microsoft 365 tools (Excel, SharePoint, etc.)
    q. Google Workspace tools
    r. Other (please specify)
16. **Overall, how satisfied is your team with the tools and processes used to manage C&E operations?**
17. **What is your biggest operational challenge during peak periods?**

a. Managing last-minute changes
b. Duplicate data entry
c. Reporting and data visibility
d. Manual booking workflows
e. Staff shortages
f. Inaccurate occupancy tracking
g. Poor system integrations
h. Delays in approvals or contracts
i. Client communication gaps
j. Vendor communication gaps
k. Housekeeping
l. Other (please specify)

18. **Which C&E workflows still require the most manual effort from your team?**
    a. Building quotes
    b. Creating contracts
    c. Room block or rooming-list management
    d. Tracking occupancy and availability
    e. Communicating event changes to campus partners
    f. Invoicing or payment reconciliation
    g. Internal chargebacks/journal transfers
    h. Reporting and forecasting
    i. Guest registration or check-in
    j. Compliance documentation
    k. Other (please specify)
19. **During a typical peak week, approximately how much total staff time is spent manually entering, reconciling, or compiling C&E data?**
    a. Less than 2 hours
    b. 2-5 hours
    c. 6-10 hours
    d. 11-20 hours
    e. 21-40 hours
    f. More than 40 hours
    g. Unsure
20. **What's the biggest manual time sync?**
    a. Participant management
    b. Room assignments
    c. Financial transactions
    d. Updating event records from client comms
    e. Other (please specify)

21. **How often do manual or disconnected processes create avoidable rework, overtime, or last-minute escalations for your team?**
    a. Never
    b. Rarely
    c. Sometimes
    d. Often
    e. Very often

Connected operations and guest experience

18. **How long does it typically take your team to generate an event quote?**
    a. Less than 1 hour
    b. 1–2 hours
    c. 1 business day
    d. 2–3 business days
    e. More than 3 days
    f. We don’t generate event quotes
19. **How do you currently track occupancy and room availability for conference and event housing?**
    a. Manual methods (e.g., paper logs, whiteboards)
    b. Spreadsheets (e.g., Excel, Google Sheets)
    c. Standalone room booking software
    d. Integrated event/housing management system
    e. Custom-built internal tool
    f. Other (please specify)
20. **Are housing room blocks and rooming lists managed manually or through software?**
    a. Fully manual
    b. Mostly manual
    c. Mostly software-based
    d. Fully software-based with automation
21. **How do internal campus partners primarily receive updates about event details relevant to their services?**
    a. We send scheduled reports via email (daily, weekly, etc.)
    b. We send updates manually as changes arise
    c. Partners access a shared calendar or document
    d. Partners have direct access to real-time event data through a system
    e. Each partner receives updates in a different way
    f. We don’t consistently share data with campus partners
    g. Other (please specify)

22. **How are changes to an event primarily communicated to internal stakeholders?**
    a. Email
    b. Shared spreadsheet
    c. Shared calendar
    d. Event software/system notifications
    e. In-person meetings
    f. Other
23. **When event details change, how often do campus partners work from outdated information?**
    a. Never
    b. Rarely
    c. Sometimes
    d. Often
    e. Very often
    f. Unsure
24. **When selecting an event venue, what are your clients' top decision factors?**
    a. Price
    b. Location
    c. Housing availability
    d. Facility quality
    e. Customer service
    f. Technology/AV
    g. Other (please specify)
25. **How would you rate your current registration process for guests and clients?**
26. **Which self-service options are available to guests or event organizers?**
    a. Online registration
    b. Online payment
    c. Online rooming-list submission or updates
    d. Digital confirmations and itineraries
    e. Guest self-check-in
    f. Ability to view event details or status online
    g. None of the above
    h. Other (please specify)
27. **How do you collect and respond to client feedback after an event?**
    a. Online survey tool
    b. Email follow-up
    c. Phone calls or debriefs

d. No formal process/no process
e. Other

28. **What is the most common complaint you receive from event organizers?**

Finance, reporting, and leadership visibility

29. **What percentage of beds designated for conferences and events during your peak season were filled by guests?**
    a. Less than 25%
    b. 25–50%
    c. 51–75%
    d. 76–90%
    e. More than 90%
    f. Not applicable
30. **What are your top three C&E revenue sources?**
    a. Youth camps
    b. Academic conferences
    c. Athletic events or tournaments
    d. Housing-only rentals
    e. Alumni or donor events
    f. External corporate or nonprofit events
    g. Internal university programs
    h. International short stays
    i. Intern housing
    j. Social Events (Weddings, Reunions, etc)
    k. Other
31. **Approximately how much gross revenue does your institution generate annually from conferences and event operations?**
    a. <$100k
    b. $100k-$250k
    c. $250k-$500k
    d. $500k-$1M
    e. $1-2.5M
    f. $2.5-5M
    g. $5M-$10M
    h. >$10M
    i. Unsure/Prefer not to say
32. **How significant is conference and event housing revenue to your institution's auxiliary or housing budget?**
    a. Major source of revenue

b. Moderate contributor
c. Minor contributor
d. Not currently generating revenue
e. Unsure/Not applicable

33. **Do you generate invoices manually or through software?**
    a. Fully manual
    b. Partially automated
    c. Mostly automated
    d. Fully automated
    e. Not applicable
34. **How confident are you in the accuracy of your invoicing and billing for events?**
35. **How frequently do client billing disputes occur after a final invoice is sent (post group departure from campus)?**
    a. Frequently
    b. Occasionally
    c. Rarely
    d. Never
    e. Unsure
36. **What is your biggest pain point around event-related payment collection?**
    a. Delays in receiving payments
    b. Inconsistent payment methods across departments
    c. Lack of automated invoicing
    d. Manual reconciliation processes
    e. Inability to process online payments
    f. Other (please specify)
37. **How do you currently handle financial transactions or internal payments to other departments, such as housing, dining, or facilities?**
    a. Manual invoice processing
    b. Spreadsheet-based reconciliation
    c. Internal journal transfers or cost center adjustments
    d. Revenue share tracked via software
    e. Automated through event management system
    f. We don’t track or manage these transactions
    g. Other (please specify)
38. **How easily can your team access current C&E performance data, such as occupancy, revenue, payments, and event status?**
    a. Real-time, self-service access in one system
    b. Available through connected reports or dashboards
    c. Available, but requires combining data from multiple systems

d. Available only through manual reports or spreadsheets
e. Difficult to access consistently
f. Unsure

39. **How confident is your team in forecasting C&E occupancy and revenue for future periods?**
    a. Very confident
    b. Somewhat confident
    c. Neutral
    d. Not very confident
    e. Not at all confident
    f. We do not currently forecast consistently
40. **How frequently does C&E leadership receive performance reporting?**
    a. Real-time dashboards
    b. Weekly
    c. Monthly
    d. At the end of each season or event cycle
    e. Only when requested
    f. We do not consistently report C&E performance

Growth and future readiness

41. **How do you expect your conference and event business to change over the next three years?**
    a. Grow significantly
    b. Grow moderately
    c. Stay the same
    d. Decline
    e. Unsure
42. **What investment would have the greatest impact on growing your C&E operation?**
    a. Technology and automation
    b. Staffing
    c. Facility upgrades
    d. Marketing and demand generation
    e. Stronger campus partnerships
    f. Better data, analytics, and forecasting
    g. Other (please specify)
43. **Do you have a centralized calendar or view to manage event room blocks and availability for future inquiries?**
    a. Yes, shared across departments

b. Yes, internal only
c. No centralized view
d. We're working toward it

44. **What prevents you from hosting more external, revenue-generating events?**
    a. Limited visibility into available inventory
    b. Difficulty forecasting demand or pricing
    c. Disconnected systems or manual processes
    d. Limited housing space
    e. Limited classroom/meeting space
    f. Lack of conference team resources
    g. Lack of vendor/campus partner resources
    h. Manual processes
    i. Slow quote/contract turnaround
    j. Availability of Dates
    k. Internal policies
    l. Low external awareness/marketing budget
    m. Other
45. **Does your institution offer short-term or ad-hoc housing outside traditional conference bookings?**
    a. Yes, we actively offer short-stay housing year-round
    b. Yes, but only for internal or special groups
    c. No, but we're interested in exploring it
    d. No, and we have no current plans
    e. Unsure
46. **Is your department currently using or exploring AI-powered tools in C&E operations?**
    a. Yes, we actively use AI tools
    b. We are currently exploring AI use cases
    c. Not yet, but we're interested in learning more
    d. No current plans to use AI
    e. Unsure
47. **In which areas would AI be most valuable or impactful?**
    a. Responding to inquiries and creating quotes
    b. Identifying availability or booking opportunities
    c. Reconciling financial data
    d. Predicting demand, occupancy, or revenue
    e. Guest communications (e.g., chatbots, FAQs)
    f. Demand forecasting or pricing optimization
    g. Automated scheduling or resource planning

h. Drafting contracts, messages, or emails
i. Reporting and data visualization
j. Other (please specify)