

GUIDE TO

conference services & event planning

- **who we are**
- **what we do**
- **how we can help you
plan and present
CME courses and events**

Office of Continuing Medical Education & Professional Development

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who we are

The University of Calgary Office of CME is a nationally recognized leader in event planning and dissemination. Each year we develop, implement and manage regional and national events for medical and health science professionals.

We specialize in working with organizations, associations and individuals. Any and all of our services can be tailored to suit your specific needs. We are fully accredited by the Committee on Accreditation of Canadian Medical Schools (CACMS).

what we do

Our event planning specialists work with you on every aspect of your course or conference. From budgeting to administrative support, we take care of all the details. In particular, our range of project management and event planning services includes:

Program Development

Accreditation Facilitation

Financial Management

Venue Negotiation & Management

Communication & Administrative Support

Registration Services

Advertising & Marketing

Commercial Support

Posters & Abstracts

Research Support

Program Evaluation

how we do it

program development

- providing experienced guidance in program development
- participating in planning committee activities
- developing and managing needs assessments, focus groups and other evaluative tools

accreditation facilitation

- obtaining formal accreditation from organizations including:
 - College of Family Physicians of Canada (MAINPRO)
 - Royal College of Physicians & Surgeons of Canada (MainCert)
 - Alberta College of Pharmacists (CEU's)
- ensuring eligibility for continuing competency credits for other allied healthcare professionals
- producing and distributing all official accreditation documents for participants and faculty

financial management

- developing budgets
- reconciling income with expenses
- overseeing all financial transactions
- presenting transparent financial reports and statements

venue negotiation & management

- investigating site options in Calgary, Southern Alberta and Canada
- negotiating venue contracts
- managing catering requirements
- organizing social functions and special events

how we do it

communication & administrative support

- organizing planning committee meetings
- corresponding with speakers
- distributing and collecting documentation
- gathering handout materials
- producing course handbooks
- gathering and compiling participant evaluation data
- facilitating and supervising audiovisual technical support

registration services

- determining and organizing all event registration information including workshop and breakout sessions
- processing all registration payments (cash, cheque, credit card)

advertising & marketing

- designing, typesetting, proofing and printing brochures and flyers
- distributing marketing materials via mail or email
- posting event brochures on the CME website
- including course announcements in appropriate electronic and print media of the University of Calgary and Alberta Health Services
- obtaining specialized mailing lists from outside organizations
- designing and placing ads in professional publications

commercial support

- soliciting commercial sponsorship
- managing exhibitor displays

posters & abstracts

- soliciting poster abstracts
- managing scientific abstract submissions
- printing abstract books
- coordinating selection process and display

research support

- designing and administering needs assessment questionnaires
- designing and running focus groups
- conducting literature reviews
- analyzing qualitative and quantitative data
- writing reports

program evaluation

- designing scannable evaluation forms
- collecting and summarizing data
- preparing comprehensive reports

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the cme team

to learn more, contact us

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