

Why do all the work yourself?

Now, you can take advantage of

Conference and Event Management Services

- that will
- Increase your registrations
 - Control your event costs
 - Market more effectively
 - Impress your attendees
 - Reduce your employee hours and payroll
 - Simplify your job as the content expert and host

New Service
 We can now manage your "Call for Papers!"



Let us help you make your next event more successful.

"In planning a 21st century conference for over 3,000 participants, the North Carolina Community College System relies heavily on the expertise of the Office of Professional Development at North Carolina State University. Mr. Chip Futrell and his staff of professionals have consistently exceeded our expectations in the past, and continue to provide us with excellent services."

Dr. Delores A. Parker
 Senior Vice President (Retired), North Carolina Community College System

LET US HELP YOU MAKE YOUR NEXT EVENT MORE SUCCESSFUL

Whether your event is a conference, workshop, meeting, or symposium with a local or international audience, whether it is held on campus or at any remote location, we are your perfect partner to get the job done. You need to look no further than the Office of Professional Development (OPD) at North Carolina State University.

Let us assist you with planning, marketing, logistics, financial management, and overall program execution. As a member of the North Carolina State University family, we are uniquely positioned to provide access to the vast intellectual and technical resources of this university, as well as those of other educational institutions, professional groups, and consulting firms.

Clients from business, industry, government, and professional associations have benefited from our ability to provide quality lifelong learning opportunities and develop powerful solutions. Our conference management expertise extends from in-house training and short courses to seminars, workshops, and conferences on a wide variety of topics.



We can handle all
GROUPS,
large or small.

We don't sell
participant data like
many online
companies do.

DID YOU KNOW?

- OPD's services are **a la carte**; you only pay for what we do. It's less expensive for you to hire OPD as needed than hire a full-time employee.
- Hiring OPD enables you to **offer more programs**. While you're focusing on content, we're taking care of the details.
- OPD can manage your event **regardless of its location** (see page 7).
- OPD has helped clients to generate **millions in revenue** over the years.
- We can produce and mail conference brochures and postcards for some of the **lowest prices available**.
- OPD's clients and partners benefit from our annual print bids, which in turn, **keep your costs down**.
- You will benefit from the expertise of **11 Certified Program Planners**.

With our new registration database, we've lowered the price of processing registrations.

Our expert, professional staff will make sure all aspects of your **CONFERENCE** are taken care of.



HERE'S HOW OPD'S EXPERTISE CAN HELP YOUR CONFERENCE

Expert Planning that Saves You Time

- Conduct environmental scanning, needs assessment, and market analysis services
- Assist in site selection
- Develop a program management plan and critical event timeline
- Negotiate and contract with banquet and meeting facilities, technology support, event logistics, and caterers allowing you to concentrate on program outcomes
- Accept abstracts and proposals for conference presentations that can be reviewed and scored by a committee
- Administer the credits your participants need, including Continuing Education Units (CEUs), Professional Development Hours (PDHs), AIA Learning Units (LUs), and other credits
- Customize program evaluations that provide you with invaluable statistical and qualitative results

Integrated Marketing Services that Cost Less and Get Results

- Maximize the impact of every promotional dollar through direct mail and targeted e-mail
- Boost program enrollments with over 150,000 targetable contacts in our database that is available to you
- OPD prints and mails more than anyone at NC State University -- our volume grants us large discounts with private printers, since all printing goes out for bid
- On average, OPD can produce and mail a brochure for \$.45 each and a postcard for \$.35 each

Registration Management of the Utmost Accuracy

- Design an online registration program that matches your program's needs
- Order and assemble participant materials
- Confirm registration by e-mail

Financial Management that Keeps You in Control, Yet Manages Your Money with Greatest Accountability

- Develop your conference budget
- Recommend strategies for pricing your registration fees
- Collect registration fees with the highest level of online security
- Monitor income and expenses with the strongest level of accounting accuracy
- Pay invoices against revenue and provide you with one final statement and any residual revenue
- Provide periodic income and expense reports

Complete Program Staffing that Lets You Focus on the Big Picture

- Identify cost-effective speakers and other talent within the North Carolina State University community and beyond
- Handle on-site registration and act as the liaison for room set-up and catering, so you can enjoy your program

Focus on what you
do best ... Let us
handle the rest!

Our
PERSONAL
touch...



produces
PRAISE!

WHY TAKE ADVANTAGE OF OUR SERVICES?

If you leave the details to OPD, you are free to focus on program content. OPD's services are *a la carte* -- you can pick and choose only those you need. Your fees are based only on services you select!

Expand your reach by becoming part of North Carolina State University's "continuing education hub." List your courses on OPD's web site and benefit from thousands of site visitors per day.

OPD can market your programs to affinity groups in any of the following topical areas:

- Accounting, Taxation, and Finance
- Agriculture
- Architecture
- Civil, Construction, and Environmental Engineering
- Chemical, Pharmaceutical, and Biotechnology
- Communication Skills
- Ecology and Natural Resources
- E-commerce
- Education
- Energy Management
- English as a Second Language
- Facilities Maintenance and Management
- Foreign Languages and Cultures
- Global Affairs / International Business
- Health and Wellness
- Human Resources
- Management, Supervisory, and Leadership Skills
- Manufacturing and Industrial Systems
- Marketing
- Occupational Health and Safety
- Paralegal / Legal Affairs
- Parks, Recreation, and Sports
- Project Management
- Quality Control / Assurance
- Substance Abuse Professional Training
- Test Preparation
- Textiles
- Veterinary Medicine
- Youth and Family Programs
- General Interest

☐☐☐ **MAIL ME** (or complete this survey online at ContinuingEducation.ncsu.edu for the quickest response)
Yes, I'd like to meet with you for a free, no obligation quote of OPD's services for an upcoming event.

Please check one of the following:

- I have an idea for a program and need to talk to you about format, location, marketing, and other services needed.
- I have a program planned and may need your help to make it more successful:

City and/or facility chosen _____
Number of participants expected _____

Please check any of the following services that you might like for us to provide:

Marketing

- Brochure or postcard design, print, and/or mail
- E-mail marketing
- Creation of a web page or web site for the event

Program Management

- Abstract management
- E-mail confirmation to participants
- Assemble program materials
- Order participant materials
- Manage facility set-up including audio-visual needs
- Work with caterers for meals and breaks
- Conduct on-site registration and check-in

Financial Management

- Online registration
- Provide a program budget
- Identify, contract, and/or pay speakers/instructors
- Pay program expenses against registration fees collected

Please contact me to discuss these and other event management services

Event: _____

Name: _____

Company/Organization: _____

Address: _____

City: _____

State: _____ Telephone Number: _____

E-mail: _____

Web Site: _____

Event location (if chosen): _____



NC STATE UNIVERSITY
Office of Professional Development
ATTN: Chip Futrell
Box 7401
Raleigh, NC 27695-7401

WHAT OUR PARTNERS ARE SAYING

"I have used the services of OPD since I first planned conferences years ago. I call them now whenever I need to schedule events, training workshops, or meetings and know my needs will be taken care of. I expect and receive excellent service."

Andrea Gabriel, Project Manager, NC ECHO, State Library of North Carolina

"I do not worry about the details, for I know that OPD professionals and staff do the worrying for me... in the end we have satisfied and educated clientele."

Guido van der Hoeven, Program Chair, Tax Short Course Series for Tax Practitioners and Professionals

"The Office of Professional Development provided invaluable assistance and support to help make the Cucurbitaceae Conference a resounding success. What a tremendous asset OPD is to NC State University."

**Jane Dove Long, Event Coordinator,
NC State University Department of Plant Pathology**

"OPD's help has been an invaluable element in the successful growth of the forum since its inception."

**Dr. Debbie Reno, Coordinator,
General H. Hugh Shelton Leadership Center**

"It has been a pleasure to work with OPD on the Child Nutrition Academy. They have worked effectively and efficiently during the planning, budgeting, and executing of numerous training sessions over the past three years. The staff has done an outstanding job with registration, duplicating materials, arranging location logistics, and providing evaluation follow-up for the academy classes. They have also been very courteous and efficient in responding to workshop participants. Thanks to the OPD staff we have been able to offer a variety of classes to CN Administrators."

**Lynn Harvey, Ed.D., RD, LDN, FADA,
Section Chief, Child Nutrition Services, NC
Department of Public Instruction**

Services are not bound to campus,
Raleigh, or even North Carolina!
We've helped our clients with
conferences held throughout the world!





☸ SOME OF OPD'S CLIENTS AND PARTNERS INCLUDE

NC State University Departments

- Agricultural and Resource Economics
- Biomanufacturing Training & Education Center
- Center for Innovation Management Studies (CIMS)
- Civil, Construction, & Environmental Engineering
- Computer Science
- Crop Science
- Economics
- Electrical and Computer Engineering
- Encore Program for Lifelong Enrichment
- Foreign Languages and Literatures
- Forestry and Environmental Outreach Program
- General H. Hugh Shelton Leadership Center
- Industrial Extension Service (IES)
- Institute for Non-Profits
- North Carolina Cooperative Extension
- North Carolina Solar Center
- Nuclear Engineering
- Plant Pathology
- Textiles Extension
- University Honors Program

North Carolina State Government

- Department of Cultural Resources
- Department of Environment and Natural Resources
- Department of Public Instruction
- Department of Transportation
- North Carolina Community College System
- North Carolina State Construction Office
- North Carolina State Energy Office
- Office of Information Technology Services
- Wake Area Health Education Center

United States Government

- United States Fish and Wildlife Service
- United States Food and Drug Administration

Other Organizations

- Miller-Motte College
- Triangle Chromatography Discussion Group

☸ CONTACT US TODAY!



Chip Futrell

Associate Director
Continuing and Professional Education
919.515.8179
chip_futrell@ncsu.edu

"Two words that speak volumes about OPD's expertise - - return customer. We're back with OPD after six months of trying it on our own and that's undeniable evidence of their event management skills!"

**Debbie Green Mostek,
Program Manager, College of Textiles**