

Why
do all
the work?

Now, you can take advantage of

Events Management and Conference Services

that will

- Control your costs
- Market more effectively
- Impress your attendees
- Simplify your job as the content expert and host



∴ 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

Vice President, Academic & Student Services, North Carolina Community College System

∴ LET US HELP YOU MAKE YOUR NEXT EVENT MORE SUCCESSFUL

You need look no further than the Office of Professional Development at North Carolina State University. 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.

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 events management expertise extends from in-house training and short courses to seminars, workshops, and conferences on a wide variety of topics.



∴ DID YOU KNOW?

- OPD's services are a la carte. You only pay for what we do.
- You will benefit from the expertise of 12 Certified Program Planners.
- OPD has shared \$1 million in revenue with our clients over the years.
- Hiring OPD enables you to offer more programs. While you're focusing on content, we're making all of your events successful.
- OPD can manage your event regardless of its location.
- We can produce and mail conference brochures and post cards 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.

We have the tools,
expertise,
and the personnel
to make your event **GROW.**



HOW YOUR EVENT WOULD BENEFIT FROM OPD'S SERVICES

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
- Administer the credits your participants need, including Continuing Education Units (CEU's), Professional Development Hours (PDH's), AIA Learning Units (LU's), 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 65,000 targetable contacts in our database that is available to you

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
- Monitor income and expenses
- 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

“We gained efficiency by leaps and bounds when we turned over our events management tasks to the professionals at McKimmon. Now we concentrate on what we do best – helping North Carolina businesses grow.”

H. L. (Lynn) Reese, Associate Director, Industrial Extension Service



by **LEAPS**

and **BOUNDS**

⋮ 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 choose!

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
- Agriculture
- Architecture
- Communications
- Construction
- Education
- Engineering
- Environmental
- Health / Fitness / Medicine
- Language Programs
- Management
- Parks and Recreation
- Substance Abuse Professional Training
- Taxation
- Test Preparation
- Textiles
- 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 post card design, print, and/or mail
 - E-mail marketing
 - Creation of a web page or web site for the event

Program Management

- Online registration
- 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

- 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: _____ Telephone number: _____
State: _____
E-mail address: _____
Web Site: _____

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 Cucurbitaceae 2006 a resounding success. What a tremendous asset OPD is to NC State University."

**Jane Dove Long, Event Planner,
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 two years ago."

**Debbie Reno, Coordinator,
The General Henry Hugh Shelton Initiative for Leadership Development**

"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. Keep up the good work."

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





☺ SOME OF OPD'S CLIENTS AND PARTNERS INCLUDE

NC State University Departments

- Agricultural and Resource Economics
- Biomanufacturing Education & Training Center
- Center for Innovation Management Studies
- Civil, Construction, & Environmental Engineering
- Computer Science
- Confucius Institute
- Crop Science
- Economics
- Foreign Languages and Literatures
- General H. Hugh Shelton Leadership Center
- Industrial Extension Service
- North Carolina Cooperative Extension
- North Carolina Japan Center
- North Carolina Solar Center
- Textiles Extension
- University Honors Program

North Carolina State Government

- Department of Cultural Resources
- Department of Environment and Natural Resources
- Department of Public Instruction
- Office of Information Technology Services
- North Carolina Community College System
- North Carolina State Energy Office

United States Government

- US Fish and Wildlife Service

Outside Organizations

- Triangle Chromatography Discussion Group
- Turfgrass Council of North Carolina

☺ CONTACT US TODAY!



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