

Continuing Health Sciences Education Program

# CONFERENCE & EVENT PLANNING SERVICES

- Who We Are
- Our CHSE Team
- What We Specialize In
- Services We Provide

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## WHO ARE WE

McMaster University, Continuing Health Science Education Program is a leader in continuing professional development activities. We offer a range of services from consultations on educational design and development of programs that include conference and event planning. We specialize in working with our own Health Sciences Faculty to implement local, regional, provincial and national events for all healthcare professionals.

We are accredited by The Committee on the Accreditation of Continuing Medical Education (CACME), the Accreditation Council for CME (ACCME) in the United States. The CHSE program must operate under the guidelines of those bodies. We provide accreditation for:

- The College of Family Physicians of Canada
- The Royal College of Physicians and Surgeons of Canada
- The American Medical Association

“All of our services can be tailored” to suit your specific departmental needs.

## CONTACT US

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Dear Colleague,

**McMaster University, Continuing Health Sciences Education (CHSE Program)**, takes pride in our ability to offer advanced educational learning programs for the communities we serve. Each year we seek to design and develop programs with our faculty members while expanding the boundaries of adult learning principles. It is our goal to expose each learner to new knowledge/understanding and have them apply their new knowledge to their practice.



**The mission** of the Continuing Health Science Education Program is to provide Continuing Professional Development (CPD) opportunities to health care professionals and to assist them to engage in life long learning.

**The main objective** of the CHSE Program is the provision of quality educational opportunities to our Health Sciences Faculty, Students and Graduates, as well as Physicians and other Healthcare Professionals locally, regionally, provincially, nationally and internationally.

**This objective supports** the McMaster University and the Faculty of Health Science commitment to training health professionals in a wide range of health care discipline. The role of the CHSE Program will be to assist health care professionals to identify their ongoing educational needs for life long learning, and to facilitate access to opportunities for exposure to balanced, evidence based information which will have a positive impact on improving knowledge and skills for the health professions. This will be fostered in an environment which promotes the tenets of interdisciplinary collaboration, commitment to the public and communities we serve, accountability and responsibility, integrity, respect and excellence.

**If you are designing** a continuing health professional education program, consider partnering with our team.

We look forward to hearing from you.

A handwritten signature in black ink, appearing to read 'Greg Peachey'. The signature is fluid and cursive.

Dr. Gregory Peachey  
Assistant Dean, Continuing Health Sciences Education



## OUR CHSE TEAM

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## WHAT WE SPECIALIZE IN

**Our professional Conference Coordinators** work with you on every aspect of your educational event, course or conference. We can take care of all the details from concept planning to delivery of your final program. Our range of project management and event planning services includes:

- Needs Assessment
- Program Development
- Accreditation Facilitation
- Financial Management
- Venue Negotiation & Management
- Communication & Administrative Support
- Registration Services
- Advertising & Marketing
- Sponsor Liaison
- Posters & Abstracts
- Research Support
- Program Evaluation & Analysis

## RANGE OF SERVICES AVAILABLE

### NEEDS ASSESSMENT

- Development and management of needs assessments, focus group activities and other evaluative tools
- Review literature

### PROGRAM DEVELOPMENT

- Provide professional and experienced support in all areas of program development
- Offer in depth knowledge pertaining to accreditation and standards for delivery of CPD to ensure your course complies with all regulatory bodies including the College of Family Physicians of Canada, the Royal College of Physicians and Surgeons of Canada and American Medical Association as well as the RX&D, CMA and PAAB standards
- Process accreditation applications and assign study credits for the College of Family Physicians of Canada, the Royal College of Physicians and Surgeons of Canada and the American Medical Association (if applicable)
- Participate in planning committee activities and meetings



## ACCREDITATION FACILITATION

Provide and approve formal accreditation from organizations including:

- The College of Family Physicians of Canada (MAINPRO)
- The Royal College of Physicians & Surgeons of Canada (MainCert)
- American Medical Association Prescription Credit (Category 1)
- Ensure eligibility for continuing competency credits for other healthcare professionals
- Produce and distribute all official accreditation documents for participants/attendees and faculty

## FINANCIAL MANAGEMENT

- Create a draft budget for events managed by the CHSE Program tracking revenues and expenses
- Collect revenues and pay expenses incurred by the program
- Provide timely information about course finances
- Reconcile the program account and provide a final statement of the account within 2 months following the date of the final course
- Provide appropriate documentation in order for Guest Faculty to submit their requirements for clearance by Canadian Immigration and Revenue Canada requirements

## VENUE NEGOTIATION & MANAGEMENT

- Investigate site options and secure all meeting space as the program requires
- Arrange appropriate room set up/floor plan based on program and speaker/faculty needs
- Book appropriate hotel rooms for faculty
- Block hotel rooms for registrants, if appropriate
- Monitor contract attrition rates
- Arrange 'hotel' or venue deposits, if required
- Provide the venue with a list of people to be covered on the 'master list'

- Ensure Liability Insurance is secured to cover each event
- Review the Evacuation Procedure per site and review with on-site staff
- Manage catering requirements based on budget and registration numbers
- Organize special events and social functions.
- Manage pre-registration options prior to the event if required

## REGISTRATION SERVICES

- Process each registration application and personal data submitted via online, fax, telephone, email and by regular mail
- Issue an official tax receipt and name tag with the accompanying agenda at a glance or personal workshop schedule based on registrant choice
- Monitor workshop and breakout sessions based on room capacity
- Monitor concurrent workshop numbers so there is equal attendance between sessions
- Process special event registrations and provide attendee list (in compliance with FIPPA)
- Process all registration payments (cash, cheque, all major credit cards and journal entry)
- Secure online registration payments
- Maintain the registrant data in a secured data management system for a period of 7 years
- Update the STAR database of all faculty, speaker, roles in any CHSE Program managed event
- Set up registration tables, signage, sponsor locations and approve floor plan
- Co-ordinate and manage all aspects of the registration table including: greeting registrants, speakers and sponsors, ensuring all registrants receive any pertinent information and managing any on-site registrations

## COMMERCIAL SUPPORT

- Compile exhibitor/grantor request packages, if needed
- Manage and assign display space for exhibitor/grantors
- Coordinate exhibitor/grantor AV/IT requirements
- Ensure all exhibitor/grantors are identified on day

## GUEST AND LOCAL FACULTY

1. Attend planning committee meetings
2. Communicate with program faculty to outline planning committee expectations and obligations
3. Management of Conflict of Interest & Disclosure documentation
4. Confirm faculty talk titles, credentials and affiliations
5. Monitor all deadlines for presentations and attendee handouts
6. Organize travel arrangements for out of town speakers
7. Arrange all travel based on McMaster University business policies, hotel preferences, process honoraria
8. Prepare “thank you” letters to faculty and speakers, which would include individualized evaluation results

## ADVERTISING & MARKETING

- Assist in identifying appropriate target audience
- Design, proof and arrange for printing of program brochures as well as the hold the date flyers
- Distribute marketing materials via direct mail or email to your identified target audience
- Post event brochures on our website:  
[www.fhs.mcmaster.ca/conted](http://www.fhs.mcmaster.ca/conted)
- Develop and maintain customized websites
- Obtain specialized mailing lists from outside organizations

- Request, coordinate, order and pay for direct mail to your participants
- Coordinate mailing / distribution of brochures
- Investigate and update previously created e-mail databases for brochure distribution
- Design and place advertisements in professional publications
- Prepare and print conference signage
- Compile registrant handout materials in an appropriate format (e.g. binder, booklet, and data key)
- Design syllabus with sponsor acknowledgement, program updates, maps, CHSE program website information

## POSTERS & ABSTRACTS

- Solicit poster abstracts for online submissions
- Manage scientific abstract submissions
- Printing abstract books
- Coordinate judging and selection process
- Notify authors regarding display criteria

## PROGRAM EVALUATION

- Design evaluation forms compliant with the CPD standards
- Obtain and compile participant evaluation data
- Collect and summarize data
- Prepare comprehensive reports

## SPECIAL EVENTS / SOCIAL FUNCTIONS

- Coordinate activities (e.g., venue, catering) relating to society, board, or directors’ meetings not directly associated with the educational component of the program
- Coordinate logistics for social functions e.g., banquets, receptions, bus transportation, printing of tickets as well as the master attendee list

## CHSE LOGISTIC MANAGEMENT FEE SCHEDULE

The final fee will be dependent on the complexity and scope of services provided.

- Half Day Program: \$2,500 - \$4,500
- Full Day Program: \$5,000 - \$10,000
- Weekend, Evening or Multiple Day program costs are based on need/requirements

### FURTHER COSTS:

- The client is responsible for all non staff costs incurred, i.e., printing, AV equipment rental, catering, postage, courier, venue rental, venue deposits, travel, etc.
- CHSE Program staff overtime and expenses: The event planning committee will be responsible for overtime incurred by staff after regular office hours. Costs associated with travel, accommodation, meals, and gratuities for staff that travel out of town will be charged as event expenses
- CHSE Program Registrant Fee is charged for all attendee/registrants (including complimentary registrants), all faculty and all on site exhibitors and/or sponsors. This is a fee of \$25.00 per person
- Bank service charges for AMEX/VISA/MasterCard (4%), NSF cheques, and wire transfers will be charged as event expenses
- Disposable items fee such as name tags and lanyards are billed at \$3.00 per registrant, registered guest, faculty and all on-site exhibitors and/or sponsors will be billed to the conference
- An administration fee of 25% of the registration cost will be charged per cancelled registration (charged to the registrant) and will be retained by the CHSE Program

Fee schedule is effective January 1, 2009 and is subject to change.

The CHSE Program operates on a cost recovery basis and will assume no liability of expenses related to costs incurred if the activity is cancelled or if the activity ends with a negative balance.

Please refer to the CHSE website

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for most current fee schedule or contact our office

**Questions about this document  
should be directed to:**

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