



Event Management

Execution at its Best

The Office of CEPD recognizes that effective execution is a critical component in delivering innovative, outcome-based continuous learning experiences – delivering Better Education. Better Outcomes™. Over the years we have developed deep expertise in event management, logistics and related services for the execution of world-class programs and conferences for healthcare professionals *locally, nationally and internationally*. As a result, the Office has established itself as a valuable resource to Course Directors, regardless of the size of the program being planned, or the extent of our services that are needed.

The Office can make a Course Director's life easier by providing convenience, efficiency and comprehensive end-to-end execution, including important reporting/tracking and records management.

Choose from the Comprehensive Range of Services Available

Faculty of Medicine staff planning U of T sponsored continuing education programs have access to a full range of event management services - for any or all stages of a continuing education program - depending on their needs. Because the Office has specialized experience and established relationships with venues, faculty members and staff in all departments, our expertise can prove to be invaluable to a Course Director, who can choose as much or as little support as they need.

Event Planning & Logistics:

- venue and catering arrangements and hotel room bookings
- AV arrangements and other facility liaison
- speaker accommodation arrangements
- registration processes, including online registration system with industry-standard PCI-compliant credit card processing, as well as on-site staffing
- on-site support with a designated online Abstract Management System
- coordination and compilation of event and speaker evaluations

Creative Services:

- graphic design and publication layout
- writing & producing promotional materials

Marketing & Promotion Services:

- advertising in print and electronic media
- promotion of events and activities through social media (Twitter, Facebook, LinkedIn, YouTube)
- developing marketing plans & campaigns for recruiting participants



Website Support:

- website design and management for individual programs

Speaker Management & Coordination:

- personalized, direct communication with all speakers, chairs and committee members
- correspondence with confirmed speakers, syllabus preparation and local arrangements

Financial Planning & Management:

- budget development
- facility negotiations and contracting
- invoice processing, including GST rebates on invoices
- honoraria and speaker reimbursements
- post-event record-keeping and reconciliation of course income and expenses

Accreditation Support:

- assistance with the application for accreditation
- issuing continuing education documentation letters and credits to attendees
- reporting/tracking and record management for credits earned by attendees, and for Course Director teaching portfolios

“You do such a good job, and your customer service is the best. I greatly appreciate the effort that went into this website. Everyone is pleased with the professional look of the postcard and the web.”

Sonia Constantino
 Medical Education Coordinator

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Online Tools for the Electronic Era

Of particular value to Course Directors in a world that is becoming increasingly “electronic” is the Office’s state-of-the-art web-based event management system. The system features a secure database integrating various components of an event into an online environment, which staff can access from any computer. Any or all of the following features of the online system can be leveraged by Course Directors:

- **Course approval submission** as part of the accreditation process for a program
- **Abstract management system** for ease of submission and review as part of the course development process
- **Online registration system** with industry-standard PCI-compliant credit card processing for easy registrant payment, which is currently in use by several other Divisions of Continuing Education in Faculties of Medicine in Canada, makes the registration process simple, convenient and efficient for both the Course Directors and attendees. And, because it is integrated with reporting/tracking and records management, there are significant additional benefits:
 - For **Course Directors** this centralized, comprehensive record keeping and reporting means they can easily keep track of their course activity and teaching portfolios, more easily manage their promotion track with access to documentation of all their teaching work, and eliminate the administrative burden associated with creating documentation letters for accreditation for attendees since these are automatically generated by the system
 - For **Healthcare Professionals** attending the programs, this means they have a secure, straightforward way to pay online, self-managed personalized password-protected accounts from which they can easily access records and keep track of their CE credits and status in relation to maintaining their certification, as well as simple, permission-based automatic transfer of continuing education credits to individual college (CFPC and RCPSC) maintenance profiles to support their certification requirements (registrants simply need to provide their national college ID number)
- Access to the **Canadian Medical Directory**, a licensed database of physicians, which will enable Course Directors to be highly-targeted in their promotional and recruitment activities – and therefore more cost-effective and efficient in their outreach activities

Commercial Support Guidance

The Office is also well-poised to provide Course Directors with guidance on the effective management of relationships between private for-profit entities and the Faculty and its faculty, staff, students and residents, consistent with the Faculty of Medicine, University of Toronto’s policy on commercial support, which is applicable for all Educational and Research activities.

Who can Benefit from our Event Management Expertise?

Whether you are planning a small, simple one-time program, or a complex, multi-session, multi-day event with hundreds or thousands of attendees, you can leverage as many of our event management services as you need to support you in putting on a world-class continuing education program.

Follow Us On:

To learn more about the Office’s comprehensive event management services available to support you, please contact:

eventmanagement.cepd@utoronto.ca

Stay CONNECTED with the greater CE community, keep up-to-date on news, activities, recent developments, and contribute to our ongoing blog dialogue at: **connect.cepdtoronto.ca**



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The Office of Continuing Education and Professional Development delivers Better Education. Better Outcomes. The Office of CEPD, as part of the Faculty of Medicine, University of Toronto has a long-standing global reputation for innovation, leadership and excellence in continuing education and professional development. Our knowledge hub spearheads the research, design and delivery of innovative, accredited outcome-based continuous learning experiences for healthcare professionals. Faculty Course Directors have access to innovative education techniques and research to accelerate knowledge transfer, while healthcare professionals and international institutions/associations who take our programs are enabled to make better decisions around the care and treatment of their patients. For more information visit: www.cepd.utoronto.ca/.

