

Center for Continuing Education

Production Services



Our specialty is...

An exclusive, comprehensive approach that provides your activity with the full visibility needed to have a successful program supported by:

- ❖ The reputation of the Cleveland Clinic Center of Continuing Education for gathering key opinion leaders and caregivers to participate in our live CME events,
- ❖ Our website (ccfcme.org) that attracts over 500,000 health care professionals annually,
- ❖ A team approach that brings project management professionals and key competencies together to produce a successful activity, and
- ❖ We are an approved AMA PRA Category 1 Credit™ provider with commendation, the highest ACCME accreditation status awarded.



What we offer...

Pre-Event Management

Planning

- Provide an experienced team knowledgeable in ACCME Criteria and Standards and the Cleveland Clinic Center for Continuing Education Policies.
- Create a project timeline that maximizes results.
- Develop and execute needs assessment surveys to potential registrants.
- Define scope of the activity including target audience and geographic reach.
- Develop a marketing campaign.
- Secure *AMA PRA Category 1 Credit*[™].
- Secure additional professional education accreditation(s).
- Develop a detailed activity proposal to support the Application for AMA PRA Credit and commercial support grant applications.
- Prepare a thorough educational gap and needs analysis.

Financial Management

- Develop, control, and maintain the budget.
- Process all revenues and expenses.
- Provide accurate, detailed financial records and reports.
- Implement cost saving measures throughout the activity.

Commercial Support

- Identify and create a commercial support strategy and create a fundraising campaign.
- Research commercial support opportunities to determine most efficient and results oriented fundraising campaign.
- Create and monitor a timeline of important educational grant deadlines for the activity.
- Secure commercial support through applying for medical educational grants.
- Solicit, secure, and manage exhibit displays and industry personnel registration.
- Develop and maintain commercial support agreements, exhibit forms, and reconciliation details.

Vendors

- Research and recommend appropriate meeting venue.
- Negotiate and execute contracts and/or agreements addressing essential elements of pricing, guarantees, and liabilities.
- Ongoing review of all contracts to ensure minimal risk.
- Responsible for all aspects of vendor management.

Faculty Management

- Manage all aspects of faculty participation.
- Initiate and monitor faculty correspondence.
- Secure hotel and transportation arrangements.
- Manage faculty requirements to include faculty disclosure, presentation material, and audio visual requirements.

Marketing

- Provide in-house graphic design for marketing and meeting collateral.
- Develop and implement audience recruitment and marketing strategy.
- Identify and select appropriate audience segmentation.
- Develop and implement a multi-channel promotional strategy.
- Coordinate marketing message distribution across media.
- Research, select, and purchase professional lists.
- Coordinate vendors in the successful implementation of a marketing strategy.
- Create, develop, and maintain event website with URL for each activity.
- Provide email marketing design creative and transmission strategies.
- Develop and implement Social Media marketing strategies.
- Develop and implement Google PPC keyword campaign.
- Coordinate all appropriate CME approvals.
- Provide reports detailing marketing outcomes.

Meeting Materials

- Determine syllabus format with Activity Director.
- Research most cost-effective method of reproduction and produce meeting materials.
- Develop syllabus, activity evaluation, and accreditation certificate.
- Coordinate all appropriate CME approvals.
- Provide medical editing.

Registration

- Develop and manage registration process.
- Create and provide attendee profile reports.

What we offer...

Onsite Event Management

Venue Management

- Staff the activity and social functions with knowledgeable personnel.
- Manage onsite exhibitors, hotel staff, and media services technicians.
- Coordinate onsite logistics including meeting room setups, registration, exhibits, meals, breaks, special events and audio-visual requirements.
- Design, print, and place all meeting signage.
- Guarantee and monitor all food and beverage guarantees.
- Handle out-of-the-ordinary onsite situations confidently and effectively.

Registration and Customer Service

- Staff the registration desk with knowledgeable personnel.
- Complete onsite registration process for attendees and faculty.
- Provide comprehensive customer service.
- Provide and distribute registration materials as required including name badges.
- Manage faculty and provide VIP service.

Media Services

- Secure and manage media service requirements including equipment, staffing, and onsite management.
- Coordinate faculty presentations with Media Services pre-activity and onsite.
- Provide Audio Response System capability, gather faculty questions pre-activity, manage system onsite, and capture response data.

Abstract Presentations

- Recommend and develop abstract and poster submission process, if applicable.
- Coordinate abstract review and approval process.
- Manage onsite abstract presentations.
- Secure poster boards, and coordinate setup and tear down.

What we offer...

Post-Event Management

Post Conference

- Reconcile grants as required by commercial entities with final financial reports and meeting materials.
- Invoice outstanding grants and exhibit revenue.
- Reconcile all revenue and expenses to the budget.
- Collect and compile submitted evaluations.
- Follow up with all vendors and close accounts.
- Maintain files per ACCME and Cleveland Clinic standards and policies.
- Develop and distribute required final summary reports.
- Follow up with faculty to ensure submission of expense forms in a timely manner.
- Facilitate expense reimbursement and honorarium payments for all faculty.
- Provide correspondence to faculty and attendees.



Other services we offer include:

- ❖ Educational Outcome Studies
- ❖ Enduring Materials:
 - Archived Webcasts
 - Studio Webcasts
 - CD / DVD Programs
 - Case-Based Programs
 - Audio & Video Podcasts
 - Print & Online Medical Journals
 - Print & Online Monographs

Learn more about opportunities with the Cleveland Clinic Center for Continuing Education by calling 216.444.9990 or 800.238.6750 today!