

TCM

The
Conference Managers
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Make TCM your central source for conference planning, on-site conference logistics and efficient conference wrap-up documentation.

You have a conference to run— leave the conference logistics to us.

If you go to the considerable effort and expense of organizing a conference, you want it to be a **great** experience. You want attendees, speakers, and exhibitors bragging about your program, support services, hospitality, meals, lodging, transportation and social events.

Otherwise... why bother?

You also have other important business responsibilities before, during and after the conference. Your staff—if it's like most staffs—is already stretched thin. Your budget—if it's like most budgets—is limited. How do you create a great conference that will energize your organization for years to come?

That's where we come in.

With TCM as your "extended staff for conference management," you don't have to worry. Before the conference, don't worry about whether the marketing materials have been mailed, the pre-registration is going smoothly, the attendees are happy or the conference is within budget.

At the conference, you concentrate on strategic organizational business and networking without having to worry about logistical problems... such as whether Room 16 has an overhead projector or the keynote speaker has a gluten-free lunch.

And after the conference, you don't need to wait the financial verdict. We'll wrap up all the financial loose ends in a full financial report. We'll present you with a variety of analyses, and offer suggestions on how to make your next conference even better.

Score A+ on your conference evaluations —because we sweat the small stuff.

Attendees look for three things in a conference: good speakers, effective networking time, and warm hospitality,

including travel and lodging arrangements. We can help you **wow** your conference attendees in all three!

- **Speakers will get high scores** because they can concentrate on their presentations. We take care of room setup, AV equipment, and oversee printing/copying and timely distribution of conference handouts.
- **Networking time will get high scores** because the conference runs smoothly, meals are served on time, it's easy for attendees to communicate with each other and clear conference signage tell folks how to get where they want to go.
- **Hospitality will get high scores** because preregistered and walk-in attendees get checked-in swiftly, a visible one-source, on-site info desk and troubleshooting service, work closely with lodging, banquet, and facility staff assures attendees are tenderly cared for all the time in every way.

TCM saves you! Time, Money, and Headaches.

We can take on any or all of your conference tasks. We're knowledgeable, easy to work with, flexible, speedy, present and experienced with conference groups from 25 to 2,500.

We use our expertise to help reduce costs for all aspects of the conference.

Most important, your conference is our most important responsibility. Our job is to maximize your conference's effectiveness and minimize your heartburn—and we're very good at what we do.

A few of our most recent conferences

- National WIC Association Technology Conference
 - Missouri Department of Conservation
 - Virginia Department of Game and Inland Fisheries
- References available upon request*

TCM can do what you need—

and more for your conference!

TCM provides one-source conference management services to meet your needs, while helping you stay within your budget. We can provide any or all of the services listed below. If you need a conference service you don't see here, just ask us!

Before the conference

Planning:

- Participate in planning committee meetings
- Develop agendas, timelines and budgets
- Identify objectives

Marketing and Promotion:

- Develop the marketing plan
- Identify material design standards
- Design and deliver promotional materials
- Develop and disseminate PR materials, news releases and press kits
- Create and place print, radio and TV ads

Printing:

- Coordinate the printing bidding process
- Work with printers or graphic artists to develop, design and write printed conference materials (brochures, program books, table tents, name badges, signs, banners, tickets, etc.)

Mailing:

- Obtain, maintain and update mail lists
- Input, format and merge mailings
- Coordinate mailing services

Registration:

- Collect and input registrations (toll-free, fax, Internet, mail) into a database
- Mail confirmation letters to conference participants, exhibitors and speakers.
- Prepare the roster of preregistered participants and exhibitors
- Supply name tags for participants, exhibitors, presenters and committee members
- Serve as central contact to respond to day-to-day pre-conference inquiries

Presenters:

- Research and suggest potential presenters
- Manage the "Call for Presentations"
- Contract with confirmed presenters regarding honoraria, travel expenses and AV needs, etc.
- Compile requested presenter vitae', presentation descriptions and introductions
- Serve as central contact for presenters
- Oversee duplication of presenters' handouts
- Coordinate travel and lodging arrangements for presenters
- Manage presenter honorarium checks and travel reimbursements

Exhibitors:

- Develop and design exhibitor registration brochure
- Compile mailing lists of potential exhibitors
- Process exhibitor registrations and confirmations
- Format the exhibitor directory for the program book
- Coordinate exhibit space with the meeting facility
- Help exhibitors contact equipment sources

Facility Sites, Food Services, AV Services:

- Suggest possible conference sites
- Negotiate contracts for meeting rooms, exhibitor space, food services and lodging rates
- Coordinate for room sets
- Reserve AV equipment and on-site technicians
- Arrange for video or audio taping
- Coordinate on-site photocopy, fax, telephone and shipping services
- Coordinate menus for breaks, luncheons, socials and banquets
- Provide accurate meal counts
- Arrange for special needs such as storage space, dietary requirements and handicap services

Financial Services:

- Serve as fiscal agent for conference billings
- Balance bank accounts for income and expenses
- Process receipts, disbursements, payments and invoices

Other Services:

- Order special supplies such as plaques, trophies, ribbons and folders
- Suggest providers of special events services, such as disc jockeys, entertainers and photographers
- Schedule airport and event transportation for participants, presenters, and exhibitors

During the conference

Setup:

- Verify setup space
- Update food and beverage counts
- Set up registration and information desk areas
- Post welcome, registration, meeting room and information signs
- Supervise exhibitor setup

Registration and Check-in:

- Staff the registration table during registration hours
- Welcome pre-registered participants, exhibitors and presenters
- Process on-site registrations, including fee collection, receipts and name tags

Conference Office:

- Provide on-site troubleshooting for any situation
- Process graduate and continuing education credits
- Sell conference materials
- Furnish on-site office supplies
- Distribute and collect conference evaluations
- Tear-down registration area and signs
- Oversee exhibitor tear-down

Communications:

- Provide on-site information for participants, speakers and exhibitors
- Distribute conference materials, including program books, presenter handouts, supplies, evaluations, certificates and local area information
- Ensure conference signage is abundant and clear
- Manage a conference participant message board service

After the conference

Financial Services:

- Compile expenses into one final invoice [within 60 days of conference close]
- Process approved refunds and billings
- Transfer registration income to the organization's account
- Tabulate requested summary reports
- Generate prompt final financial report

Presenters:

- Process travel reimbursements
- Send honoraria, thank-you letters and session evaluation summaries

Conference Analysis:

- Attend post-conference meetings and suggest ideas for future improvement
- Provide final attendance roster
- Produce attendee summary reports based on specified demographics
- Provide requested analyses of any aspect of the conference